

How to identify your personal values

Whenever I am asked what really makes a difference in people's lives, I answer it is knowing what your personal values are – and then honouring them.

Personal values are those things that are important to us, the essence of who we are. Our values help guide us in our daily decisions, motivate us and become the rule of thumb we live by. When we are not being true to our values we tend to feel uncomfortable and unfulfilled.

Here are three questions you can ask yourself to help identify your personal values.

1. What are the most important things in my life, and what do I gain, on a personal level, from each of these things?

For example your business may be one of the most important things in your life, but what you gain from that may be a sense of freedom, the expression of creativity or financial security. Your gains will be what you value.

2. What do I do really well?

3. What do I spend my time and money on?

Once you have identified four to six main values, check that they truly reflect what is really important to you and not what you think you "should" value. Values are personal; they are yours and no one else's.

Another way of identifying values is to look at what annoys you, particularly in how other people treat you or in what you receive from others. For example if poor service really annoys you, then giving good service is probably one of your values.

Once you know what your values are, you can then use them to help guide you to make decisions and take action.

When you are aligned with your values, you feel good and you know you are being true to yourself. And with that feeling, you can achieve whatever **you** want in life!

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