Values Unfolding Instrument

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Empowering family businesses of all sizes

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The *Values Unfolding Instrument* will help you to contemplate the values that are most important to you and that you may wish to incorporate into your life, and your dialogue as a family and/or business.

Step 1

On page 3, list the 12 values that are most important to you.

a. A value is defined as that which is important, dear, precious, prized, esteemed, or treasured – that which matters to you.

b. b. A list of values is attached for reference. These are offered as examples.

Step 2

Then rank the values in order of their importance to you (e.g., place a "1" by the most important to "12" by the least important).

Step 3

On page 4, use the same 1–12 order and list your 12 values in the table. You will notice that there are six columns labeled a, b, c, d, e, and f. Heading each column is the question "Why?".

For each value (1–12), answer the questions "Why is this important?" (e.g., Why is value 1 important? Why is value 1a important? Why is value 1b important?) Continue across to value 1f or until you can no longer find an answer to the "Why?" question, then leave the remaining columns blank.

Use no more than three words to answer each "Why?" question. Remember to do this for all 12 values. See examples on page 6.

Step 4

This exercise will help you discern your core values. You will see values that keep showing up, and patterns will emerge. You will then be able to identify what your core values are. These are the ones that are most important to you and can guide you in your decisions and your actions. The initial 12 values are your public values, those that you tell other people.

List of Values

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Rank of Values

Values	Why?	Why?	Why?	Why?	Why?	Why?
	a	b	c	d	e	f
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						

Example

Superficial values used purposely.

Values	Why?	Why?	Why?	Why?	Why?	Why?
	a	b	c	d	e	f
1. Blue	Soothing	Restful	Energizes	Etc.	Etc.	Etc.
2. Seven	Lucky	Cheerful	Encourages			

Values List

Honesty
Trustworthiness
Friendship
Relaxation
Recognition
Independence
Wealth
Health
Knowledge
Family
Fun
Risk
Marriage
Control
Comfort
Peace
Safety
Fame
Nature
Caution
Structure
Generosity
Timeliness
Helpfulness

Conservation
Beauty
Recycling
Preservation
Approval
Caring
Creativity
Closeness
Personal Merit
Human Rights
Family Harmony
Courage
Adventure
Uniqueness
Conformity
Money
Gender Equality
Profit
Fairness
Intelligence
Loyalty
Productivity
Talent
Religion

Love
Companionship
Solitude
Quiet
Growth
Justice
Freedom
Fixing Things
Strength
Harmony
Objectivity
Flexibility
Politics
Life
Challenge
Change
The Environment
Children's Welfare
Learning
Humaneness
Rules
Exceptions
Analysis
Personal Freedom