



TRUE VALUES PROGRAM™

YOUR VALUES are the behavior and activities to which you are naturally drawn. Values are who you really are. This includes:

- Creating
- Contributing
- Adventure
- Beauty
- Teaching
- Spirituality

The complete list of over 150 values follows.

The **Tru Values™** Program helps you to understand values, discern your top 4 values and puts you on a path to honoring them.

This 3-phase, 25-step process can take up to 2 years to complete - not because it is difficult - rather, because you have to handle other aspects of life in order to be able to distinguish the subtlety of values and then re-orient your life around them. This takes time. To honor your values is to give yourself the ultimate gift.

It is recommended that you work through the **Clean Sweep** and **NeedLess** Programs prior to or concurrently with the **Tru Values** Program. Your values are not as clear when clouded by Unresolved Matters and unmet needs. It is also recommend that you work with a Professional Coach trained in Values work. You can do this on your own, but you will complete this program more quickly and more fully with a trained coach who has completed the process him/herself.

PROGRESS CHART

Date	Points (+/-)	Score

Tru Values Program™
100-point Checklist

	A	B	C	D	
25					Party
24					Assist Another
23					Align Goal/Value
22					Make Changes
21					How Upgrade
20					Celebrate Big
19					Phase 7
18					Phase 6
17					Phase 5
16					Phase 4
15					Phase 3
14					Phase 2
13					Phase 1
12					Detail Project
11					Create Project
10					Change 3
9					Change 2
8					Change 1
7					Select 3 Changes
6					List Dishonor
5					List Honoring
4					Who Am I, Not
3					Who Am I, When
2					Why Important
1					Select Value

PURPOSE OF PROGRAM

The purpose of the True Values Program is to help you to :

1. Identify what **your** true values really are.
2. Create and complete a Values Expression Project
3. Reorient your life around expressing these values.

WHAT ARE TRUE VALUES?

Values are things you do or that you find very attractive. When engaged in these activities, you feel most like yourself: Well, connected, excited, glowing and effortless. We like these things, but most of us lead lives, which do not grant us the chance to JUST do these things. We may be too busy with "responsibilities", Unresolved Matters, chasing unmet needs, just getting by, etc. In order to honor your Tru Values, you will have to substantially alter and enhance your life to get the room you need to engage in this ideal life.

Many of us spend our lives trying (consciously or not) to honor these Tru Values. We find ourselves getting disturbed or frustrated, bored or complacent, wishing and hoping to have a better life -- this better life is, among other things, based on your Tru Values.

Will you give yourself the best gift ever? Embark on this program and don't stop until you reach 100 points. Your Professional Coach can assist you to more fully understand the dynamic of values and the steps to have them expressed and honored.

INSTRUCTIONS

Please read these instructions twice. We have condensed what was a 5-page instruction sheet into a single page, so read carefully and let the subtleties show themselves.

STEP 1

SELECT 10



VALUES

Read the list of 150+ values and circle approximately 10 which resonate as a value for you. You are looking for a VALUE, not a want, a should, a fantasy or a wish. A value is a MUST for you to BE YOURSELF. Part of the first step is to TELL THE TRUTH about what you ACTUALLY VALUE or LOVE to do with your time. This may be the first time you have ever admitted this to yourself. Some of these you will know innately. Others require some straight looking. PLEASE be willing to "try on" words you might normally skip over. These may be hidden values; if so, you may have one or more of the following reactions:

- No, no, no; that would be too much fun!
- That's a silly value; I should have a better one.
- If that were true, I'd have to change my life a lot!
- Flush, blush or shake when reading the word

Got the idea? Good. Now circle the 10 words, which you believe to be Tru Values. Ask yourself: "If I had this, would I be naturally turned on, without efforting?" (work yes, struggle no)

STEP 2

NARROW YOUR VALUES TO 4

We all value a little of everything listed on this page. But we want you to pick the 4 Tru Values from the ones you circled. You may wish to compare each of your 10 with each other and ask yourself "Now, do I really prefer X or Y? Which ones aren't that intriguing to me anymore? Which ones, when honored, make the other ones not as exciting?"

On the next page, please choose your 4 True Values and write them on the front panel where indicated.

ADVENTURE

Risk Danger Gamble Experiment The
Unknown Speculation Endeavor
Exhilaration Thrill Dare Quest Venture



BEAUTY

Grace Attractiveness Magnificence
Refinement Loveliness Gloriousness
Elegance Radiance Taste

TO CATALYSE

Impact Turn on Spark Stimulate Move
forward Free others Encourage Energize
Touch Coach Influence Alter

TO CONTRIBUTE

Serve Assist Facilitate Provide Improve
Endow Minister to Foster Augment
Strengthen Grant

TO CREATE

Design Imagination Conceive Perfect
Invent Ingenuity Plan Assemble
Synthesize Originality Build Inspire

TO DISCOVER

Learn Locate Discern Detect Realize
Distinguish Perceive Uncover Observe

TO FEEL

Emote To glow Energy flow To experience
To feel good In touch with Sense Be with
Sensations

TO LEAD

Guide Cause Reign Persuade Inspire
Arouse Govern Encourage Influence Enlist
Rule Model

TO TEACH

Educate Inform Prime Instruct Prepare
Uplift Enlighten Edify Explain

TO WIN

Prevail Score Triumph Accomplish Acquire
Predominate Attain Win over Attract

MASTERY

Expert Dominate field Preeminence
Outdo Rule field Superiority Greatest Set
standards Adept Primacy Best Excellence

PLEASURE

Have fun Sensual Be entertained Be
hedonistic Bliss Play games Sex Be
amused Sports

TO RELATE

Be connected To unite Be bonded Part of
community To nurture Be integrated
Family Be linked Be with

BE SENSITIVE

Tenderness Be present Show compassion
Touch Emphasize Respond Perceive
Support See

BE SPIRITUAL

Be aware Relate w/God Honoring Be
accepting Devoting Be passionate Be
awake Holy Religious



STEP 3

CREATE A LIFE WHICH HONORS & EXPRESSES YOUR VALUES

Now that you have your Tru Values identified, you will want to create a way to have them all expressed, forever. This process has 3 parts as described below.

HONOR YOUR VALUES

When you honor your values, you honor your Self or Higher Self. Values are those activities you naturally engage in when your life is in great shape.

Until this time, you may be expressing (like doing) your values, but they are not being honored. To honor your values means to create and live your life in such a way that there is nothing in the way of you living your values. This means a life of integrity, free of addictions or attachments, all needs met, clearing unresolved past experiences, a full and supportive community - like an ideal life.

Some people engage in this values process as a way to get a great life: "I want to honor and express my values, so I am changing x, y and z!" they exclaim. Hey, whatever reason you use to put your values FIRST is great. Look for examples of the kind of changes I am talking about on the last page of this program handout under Step 7. Choose 3 of these changes to begin fully honoring your values.

EXPRESS YOUR TRU VALUES THROUGH A PROJECT

Now that you've cleared the decks and upgraded your life so your values can play, it is time to come up with a fun project which gives your values a showcase - a way to get stimulated and used; a way to show yourself that living your values is both possible and fulfilling. (Fulfillment is the experience of life one has when values are honored and expressed.)

This project shouldn't have any shoulds about it. Don't pick one that will drive you crazy, one that you are not ready for (but "should be"), one that you think you should want, but really don't. Rather, design a project that lets you play big or play well, effortlessly. Examples are in Step 11 on the last page of this handout. Design a project that brings out your best, naturally. Don't do a project in order to "get something" out of it. Do it because you enjoy it.

ALIGN YOUR GOALS WITH YOUR VALUES

After finishing your values expression project, you are ready for the final phase - aligning your life goals with your values. In other words, being at the place in life where you can afford to set only those goals, which honor or express your values.

This assumes you're close to 100 on **Clean Sweep** and **NeedLess** programs.

WOW! What a place to be at in life! The alignment steps are:

1. Make a list of your 10 goals for this year.
2. Make a list of your top 10 values
3. Match the goals with the values.

NOTE: The objective here is to only have value- based goals this year. If you have a goal that does not "fit" with one of your top 10 values, either adapt the goal to fit the value or GET RID OF IT and come up with another. Don't adapt the value to the goal. And only have one goal per value. **You are using your values as the reference point in your life - not your goals.** And that is what makes this process so exciting!



TRU VALUES PROGRAM

CHECKLIST

Use this checklist to guide yourself through the program. Fill in the square when you have completed the step. Fill in the appropriate box on the Progress Chart on the first page when you have completed the step. Work these 25 steps in order.

Do this process for **each** of the 4 values you've chosen as Tru Values.

- 1. Select the Tru Value, using the procedure described in Phase 1. Write in the value at the top of the chart on the first page of this program.
- 2. Ask yourself "Why is this value important enough to me to be a Tru Value?" Write down 5 specific reasons on a sheet of paper.
- 3. Ask "Who am I when I am this value? How do I act? What do I think about? What motivates me?" Write down 5 specific examples on a piece of paper.
- 4. Ask "Who am I not when I am this value? How do I behave? How do I feel about myself? About others? About life?" Write down 5 specific responses on a piece of paper.
- 5. Ask "How well am I honoring or expressing this value? What am I doing in my life that permits this value to be free enough to express itself?" Write down 5 specific ways that you are currently honoring your values.
- 6. Ask "Where am I not honoring or expressing this value? What I am doing that restricts, dishonors or does not give my values the room and nourishment they need and deserve?" Write down 5 specific things you are doing which don't serve your values.
- 7. Ask "What 3 changes would I make in my life in order to fully honor and express this value?" Write down the 3 specific (and probably large) changes to make in the next 90 days. Examples of changes: • change jobs • face & handle something tough • stop smoking • start fully communicating • let go of duties • get special training • let go of the future • let go of draining people
- 8. Make change #1 - permanently.



- 9. Make change #2 - permanently.
- 10. Make change #3 - permanently.
- 11. Ask "What is the project/goal that I could design which would be a full expression of this value?" Come up with the project. Examples of projects:
 - Run the NY marathon • Make \$1,000,000 this year • Write a book • Go parasailing in the Alps • Throw a huge party • Make yourself stunning • Help 1,000 people out • Invent a product/process • Master a subject/field • Climb Mt. Rainier • Develop a community • Be hedonistic • Get on a spiritual path • Win the lottery
- 12. Outline and milestone the project into 7 Phases. Give each phase an assessable result or milestone with a deadline.
- 13. Begin the project; complete Phase 1.
- 14. Complete Phase 2.
- 15. Complete phase 3.
- 16. Complete phase 4.
- 17. Complete la phase 5.
- 18. Complete la phase 6.
- 19. Complete la phase 7. Tie up loose ends.
- 20. Celebrate significantly for completing your Tru Values Expression Project. You'll know what to do.
- 21. Ask "How must I now upgrade in my life to have this value fully honored and expressed throughout it?" Come up with 5 substantial changes.
- 22. Make these changes.
- 23. Align your top 10 goals for this year with your top 10 values per procedures discussed in Phase 3.
- 24. Share this process with a friend and help them get started with it.
- 25. Throw a party to celebrate your new life.





COACHING - TRAINING - CONFERENCES

TRUE VALU PROGRAM™
is published by DialeM Performance.

Founded in 2002, DIALEM PERFORMANCE has acquired a well-deserved reputation of excellence in the field of sales training and sales management coaching.

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