

Values Elicitation

Your WHY

Definitions and examples

- **Values are guiding principles** - Generalisations about experiences important to us.
- **Qualities are inherent traits** - They describe a person's natural disposition or tendencies.
- **Behaviours are observable actions** - They reflect values and qualities in practice.

Values	Qualities	Behaviours
<p><i>Values act as guiding principles in life. They shape priorities and decisions but are not necessarily innate traits or observable behaviours.</i></p> <ul style="list-style-type: none">• Peace• Joy• Love• Freedom• Integrity• Honesty• Connection• Courage• Kindness• Compassion• Responsibility• Fairness• Excellence• Growth• Contribution• Adventure• Wisdom• Gratitude• Resilience• Security• Safety• Protection• *Respect or Trust <p>*Only in the context of self or respect or trust of others</p>	<p><i>Qualities describe a person's natural tendencies, traits, or attributes. They are not always chosen (like values) but can be developed. Unlike values, qualities don't dictate decisions—they shape personality and behaviour.</i></p> <ul style="list-style-type: none">• Compassion• Clarity• Competence• Empathy• Resilience• Patience• Creativity• Optimism• Intelligence• Adaptability• Decisiveness• Assertiveness• Determination• Humility• Enthusiasm• Charisma• Perseverance• Open-Mindedness• Resourcefulness	<p><i>Behaviours are actions we take, which both values and qualities can influence. They are measurable, repeatable, and observable.</i></p> <ul style="list-style-type: none">• Speaking up in meetings)• Apologising after a mistake• Offering help• Listening attentively in conversations• Setting clear goals• Practicing daily gratitude• Following through on promises• Seeking feedback for improvement• Staying calm under pressure• Adapting to unexpected challenges

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STEP 1: Values Identification (see example on the next page)

1. Think of something in the context of work you'd like to improve upon.
2. What outcome would you like, stated positively?

3. What's important to you about achieving that?

4. What's important about (the thing you wrote in the box above)? What does that allow you to experience or feel?

5. What's important about (the thing you wrote in the box above)? What does that allow you to experience?

6. (Optional) One level deeper: What's important about (the thing you wrote in the box above)? What does that allow you to experience?

7. Underline or highlight the key words that are values in boxes 3-6 above (use the first page to help you identify them).

For additional support, please contact rachael@edmondsonclarke.co.uk



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STEP 1: Values Identification – An Example

1. Think of something in the context of work you'd like to improve upon.
2. What outcome would you like, stated positively?

My team communicates openly, clearly, and effectively, fostering a culture of trust and collaboration.

3. What's important to you about achieving that?

It allows me to feel more connected with my team and ensures everyone is aligned and motivated.

4. What's important about (the thing you wrote in the box above)? What does that allow you to experience?

When I feel connected with my team, I experience trust, which makes work more enjoyable and productive.

5. What's important about (the thing you wrote in the box above)? What does that allow you to experience?

Trust creates a safe environment where people feel valued and heard, leading to better teamwork and innovation.



WHY
you
do it?

6. (Optional) One level deeper: What's important about (the thing you wrote in the box above)? What does that allow you to experience?

A strong, trusting team allows me to lead with confidence and ease, knowing that we are all working toward a shared vision.

7. Underline or highlight the key words that are values in boxes 3-6 above (use the first page to help you identify them).

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STEP 2: Prioritise Your Values

1. If you could only have one value from your list, which would it be?

a)

2. If you could only choose one other value from your list, which would it be?

b)

3. What's more important? The value in box a) or in box b)?

If you had more of the value in box a) and less of the value in box b) would that work?

If you had more of the value in box b) and less in box a) would that work?

4. Write down your most important value next to No.1 in the table below.

5. If you could only choose one other value from your list, which would it be?

c)

6. What's more important? The value you didn't rank in first place above or this new value, c)?

7. Write down your second most important value next to No. 2 in the table below.

7. Repeat 5, 6, and 7 until your values are in priority order.

No. Value

1	
2	
3	
4	
5	
6	
7	

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Additional Qs which may be helpful:

- Are any of your values clustered around a similar theme?
- Do any of your values encompass one another?

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STEP 3: Values In Action

For your top 3- 5 values ask:

Value	Where do I already experience this value at work?	Where would I like to feel it more?	What's one simple action I can take this week to honour this value?
1			
2			
3			
4			
5			