

VALUES - YOUR INTERNAL GUIDANCE SYSTEM:

Excerpts from my new book “the 5 Senses of Self A Coaching Framework for Personal & Team Empowerment”® This material is copyrighted to Richard A. Burwell 2009

Values are the motivating life force which guide our decisions great and small. They are an inner ‘voice’, part of our internal guidance system inclining us to do those things which bring us fulfilment. They are our internal and intuitive reference point which help us to clarify where we are and which direction we should take. The ‘help’ which our values offer us is normally very indirect and subtle. Their guidance is experienced by us as a nudge, a whisper, an inexplicable reluctance, a release of energy and enthusiasm, things just feel right or wrong, sometimes strongly sometimes weakly, but mostly, we don’t really know why, because we don’t consciously know what our values are...

Not knowing our values is normal for most of us. We leave them at the intuitive and subconscious level of awareness, but there is a better way. By asking the right sort of questions, it is possible to ascertain the values which guide us and to bring them into the conscious level of our awareness. Then we can more easily make decisions which fulfil us and be confident that we are on the right track for our lives because we know the direction our internal compass is pointing in...

The decisions of principle we make and the preferences of style and activity we adopt, and the personal needs we seek to address are all based on what we value for our personal fulfilment. Knowing these principles, preferences and personal needs more clearly helps us to make decisions which are in harmony with who we are...

Values exercise influence at the subconscious level, but when we fail to give our values a necessary voice in the shaping of what we do, and instead allow ourselves to be influenced by other peoples values or agendas, we run the risk of living out of alignment with our deepest core and this leads to stress (the conflict of values) and the inability to set goals or make plans which fulfil us at the deepest level. Often our conflict with others is a conflict of values rather than a conflict of ethics or motives...

Core values operate in different contexts of life – work, faith community, family, leisure, society etc. But we also have other values which may be context specific. So a value which may be true for me in my work context, such as order (perhaps expressed as planning), or freedom (perhaps expressed as spontaneity) when honoured, and given a ‘voice’, enhances my ability to work productively...

When brought into the conscious realm, values are powerful motivators for abundant living. When we understand our values consciously for the first time, it is like we have recognised our self, a sort of personal embrace. It is a moment where we welcome a part of ourselves which has hitherto been only partially recognised, or even ignored. It is an act of kindness to oneself; it is worth the effort of exploration...

Through our ‘Life Shapes Values™ Programme’ discover your core values and personal needs; understand your personal motivations and which values influence you the most, and which needs you most need to be fulfilled and how you can see them fulfilled. Assess whether your life is in alignment with your core values and begin to set goals in harmony with them. Using the 5 Senses of Self Coaching Framework, you will be coached on all the areas you wish to look at from 5 key reference points. This will provide a thorough insight into your life as it is & your life as you want it to be. You will be supported from the moment of initial insight to the end point of effective change.

The book contains models of understanding with exercises and questions to help you. The book will be published in Spring 09. For a free coaching consultation call 07940 856635.
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