



Julie Taylor - Business Coach

Tru Values Program

Your values are the behavior and activities to which you are naturally drawn. Values are who you really are.

The Tru Values program helps you to understand values and discern your top four values, and it puts you on a path to honoring them.

Purpose of the Program:

- Identify what your true values really are
- Reorient your life around expressing these values

What Are Tru 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 that do not grant us the chance to do just these things. We may be too busy with responsibilities, unresolved matters, chasing unmet needs, just getting by, and so on. 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 fully honor your Tru Values in all aspects of your life. Your professional coach can assist you in more fully understanding the dynamic of values and the steps to have them expressed and honored.

Instructions: Please read these instructions twice, and read carefully to let the subtleties show themselves.

Step 1: Select 10 Values

Read the list of values and circle approximately 10 (or more) that 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 you

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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”
- You flush, blush, or shake when reading the word

Got the idea? Now circle the 10 or more words that you believe to be Tru Values. Ask yourself: “If I had this, would I be naturally turned on, without effort?” (Work yes, struggle, no) **This is not a test...just circle the words and go with it!**

VALUE:				
Adventure	Risk Dare Experiment	Thrill Gamble Exhilaration	Danger Endeavor Venture	Speculation Quest The unknown
Beauty	Grace Loveliness Taste	Refinement Radiance	Elegance Magnificence	Attractiveness Gloriousness
To Catalyze	Impact Free others Influence	Move forward Coach Stimulate	Touch Spark Energize	Turn on Encourage Alter
To Contribute	Serve Endow Grant	Improve Strengthen Provide	Augment Facilitate Foster	Assist Minster to
To Create	Design Ingenuity Build	Invent Originality Perfect	Synthesize Conceive Assemble	Imagination Plan Inspire
To Discover	Learn Realize Observe	Detect Uncover	Perceive Discern	Locate Distinguish
To Feel	Emote To feel good Sensations	To experience Be with	Sense Energy flow	To glow In touch with
To Lead	Guide Arouse Rule	Inspire Enlist Persuade	Influence Reign Encourage	Cause Govern Model
Mastery	Expert Superiority Best	Rule field Primacy Outdo	Adept Preeminence Set standards	Dominate field Greatest Excellence

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Pleasure	Have fun Bliss Sports	Be hedonistic Be amused	Sex Be entertained	Sensual Play games
To Relate	Be connected To nurture Be with	Family Be linked	To unite Be bonded	Part of community Be integrated
Be Sensitive	Tenderness Empathize See	Touch Support	Perceive Respond	Be present Show compassion
Be Spiritual	Be aware Devoting Religious	Be accepting Holy	Be awake Honoring	Relate with God Be passionate
To Teach	Educate Prepare Explain	Instruct Edify	Enlighten Prime	Inform Uplift
To Win	Prevail Acquire Attract	Accomplish Win over	Attain Triumph	Score Predominate

Step 2: Narrow your values to four.

We all value a little of everything listed on these pages. But we want you to pick up the four Tru Values from the ones you circled. You may wish to compare each of your 10+ values with each of the others 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?”

****NOTE: Values are located in far left column and are bolded****

****For example, if you circled ‘Prevail, Attain, and Score’ the value would be To Win**.**

Step 3: Create a life that honors and 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 is described in the following sections.

Honor your values.

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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 have been expressing (e.g., doing) your values but not honoring them. To honor your values means to create and live your life in such a way that there is nothing in the way of your living your values. This means a life of integrity, free of addictions or attachments, with all needs being met, free of unresolved past experiences, with a full and supportive community – like an ideal life.

People engage in this value process as a way to get a great life.

Align your goals with your values.

The objective is to only have values-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. You are using your values as the reference point in your life – not your goals. And that is what makes this process so exciting!

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