



## **Module 04.**

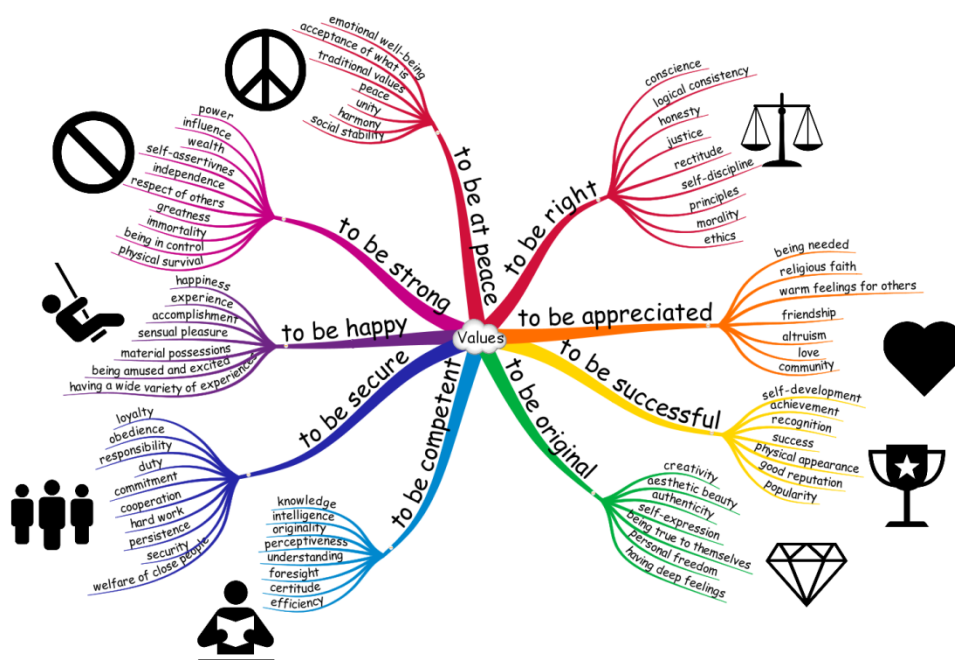
### **Eliciting Your Values**

# Eliciting Your Values

“What lies behind us and what lies before us are tiny matters compared to what lies within us” – Ralph Waldo Emerson

## Introduction to This Module

You have now learned what values are, what benefits you can achieve from gaining clarity of them and also what you experience when you make choices that are not aligned with your values. Now, you will go through an exercise of actually **eliciting your values**. You will gain clarity of **what is most important to you** in life and then you will explore **how you can take action** to make the most from this.



## Eliciting Your Values

Ok, so let's do it! It's time for you to build your **values hierarchy**.

To do this properly, I suggest allowing yourself **at least** 30 minutes and find a comfortable, quiet location with no distractions.

Read over this whole section first so you understand the process and then when you're ready, find your space and take action. I'll make this process as simple and seamless as possible. If you do this properly, you will have a **very strong sense of who you are** as a person and what your motivating forces are.

We will be following my 6-Step Value Elicitation Process that has proven to be effective.

## The 6-Step Value Elicitation Process

This process incorporates the best practices of a number of different methods of eliciting your values. This process **works** and I'm absolutely certain that this process will work for you if you take the time to do it properly.

You might see some links with the previous reflection exercise and your Wheel of Life. This is a *good thing*. The more consistency and the more themes you can pull from this work, the more you will truly understand who you are, where your values lie and what's most important to you in your life.

- 1) **Open 04. Eliciting our Values.pdf** and print off the worksheets.
- 2) Find yourself a pen or pencil and make yourself comfortable in a location away from distractions.
- 3) Complete the first step in the 6-Step Value Elicitation Process

## Step 1: Understanding Your Imposed Values

Some of the things that you are working towards in your life may not be the things that you truly want to do.

Do you often say to yourself 'I should be doing this', 'I ought to be doing that' or 'I need to do this'? If this is the case, then you are probably lacking the energy and motivation to be doing that task. If your language was 'I want to do this', 'I can't wait to do that', or 'this is going to be awesome', then the task you are about to do will most likely be more aligned to your values.

In this first step of the process, you're going to gain awareness of the values that may have been **imposed upon you** in your life. These values may or may not be what you value most, but it is what you are working towards because it is ***someone else's values***.

The purpose of this exercise is to make you aware of potential values or 'idealist' values that may be affecting your life. When you are aware of these, you can more readily and easily identify which ones really do resonate with you and which ones do not.

### Signs that you might be living by someone else's values:

1. You hear yourself using imperative language
  1. I should be doing this
  2. I ought to be doing this
  3. I am supposed to be doing this
  4. I need to do that
  5. I must do this

## Step 2: Understanding What You Love to Do

Now, looking at the next template I want you to write down everything that you love to do. Complete the statement 'I love to...' as often as you can, each time identifying a different activity that you truly love. Be honest and true with yourself. Don't feel pressured to write anything that you feel you 'should' write.

For example:

- I love to... spend time with my children
- I love to... go out to dinner at a quiet restaurant with my friends
- I love to... grow my business
- I love to... negotiate complicated deals

Do this now. The purpose of this exercise is to elicit the things that you are most passionate about, that energise you and that are truly important to you.

Now, look over what you wrote. In the box to the right, put a check next to the activities that you find *most* inspiring. **Signs of living by your highest values:**

1. You hear yourself using affirmative language
  1. I love doing this
  2. I am inspired by doing that
  3. I dream of doing this
  4. I feel it is my destiny to do that
  5. I choose and live to do this
1. You experience an alignment between your highest values and your actions:
  1. I have done exactly as I dreamed and planned
  2. I am inspired by the way I am acting

3. I am enthused about what I am doing
4. I love what I am doing
5. I am grateful to be able to do what I love

## Step 3: Understanding Your Voids and Pains

Now you're going to gain an understanding of the biggest voids and the pains you have had in your life.

Quite often, your highest values come from the strongest *desire to fill a huge void* or to *move away from a pain* in your life. I like to talk about the example of a young boy who had his leg amputated. Because he was unable to walk and did not have freedom, this actually became his strongest and deepest desire. His value for freedom was immense and he pursued freedom with everything he could, proving to himself and to society that he too can be free.

There are many stories of this whereby the individual is now actually making a career from their own freedom, something that is their highest value. For a perfect example of this, check out Nick Vujicic's video on Overcoming Adversity in our Inspirational Videos section inside the Academy.

Many of the world's greatest leaders, billionaires and success stories have stories of struggle and stories of big voids or huge pains. For example, Oprah Winfrey was born into poverty, raped at age 9 and had a child at the age of 14. How far do you think her pendulum swung from void to success?

Personally, I had an experience where I ended up in a job in the corporate world feeling like my life was limited, like I was trapped and the stress was immense. I realised I was living to someone else's values... my bosses. I had a feeling of both pain (stress) and a void (a desire to live true to my

own values and do something bigger) and hence developed a very strong value on doing work I love.

Often, the bigger the void or pain, the bigger the pendulum can swing the other way because the value placed on the opposite side of the void or pain is so strong and immense. Think about how this is true in your life.

**Action:**

- Identify your 10 biggest sources of void or pain in your life
- Rank these voids or pains as to how much it has affected your life

There is learning and meaning in everything that happens to you. It is about changing your perspective. This can give rise to some of your greatest values.

**Action:**

- For your top 5 voids or pains, write three ways in which this has or will benefit your life.

## **Step 4: 10 Questions to Elicit Your Values**

Now, I'm going to ask you 10 questions. These 10 questions are designed to elicit what is currently dominate in your life and what it is that really interests you. For each of these questions, I want you to **write 3 examples of each.**

Answer these now on your exercise sheet.

## Step 5: Identify Your Top 10 Values

You have now gone through a **very** comprehensive set of exercises to elicit your values, including gaining an understanding of what values may have been imposed upon you.

Looking back over your answers for steps 1 to 4, pull out the key themes and the answers or values that seem to repeat, be a constant or that resonate with you the most. If you're coming up with long sentences, try encapsulating them in a single word. For example, if you're thinking that you want to have a successful career and want to make it to the top of your Organisation, simply put 'success', or 'career', or 'successful career'.

Also, **ask yourself the question why?** If you take 'successful career' as an example, you might actually find that your true value is 'money', 'power', or 'social status'. Remember, these are *your* values, not what everyone else thinks are your values or suggests your values should be.

Make sure what you're writing down makes sense for you and that you truly **feel some passion** as you are writing them down. Once you start coming to a bit of a halt and you feel you have exhausted all the areas that you feel are important to you, read the comprehensive list of values below and see if there are others that light a spark or jump out at you that you may have missed.

Identify your Top 10 values on the exercise sheet now.

As you read over your Top 10 values, what do you feel or experience?

If you're not experiencing a sense of excitement or passion or you are unsure or a bit hesitant when reading over one, then it is probably lesser of a value to you. For those that you read over and you get a tingling feeling, a buzz, or it makes you feel positive in some way, then these would be your highest values. Ask yourself the following questions as you read over each:



- Is this **TRULY** my value or is it simply a desirable trait?
- **Why** is this important to me?
- **When** have I displayed this value?
- Does it **motivate** me?
- Does it make me feel **happy**?
- Do I **actually live** this value?

## Step 6: Creating Your Values Hierarchy

Now that you have your concise list of values that resemble what is important in your life, how does this make you feel? When you look at them does it ‘feel right’? Does it inspire and motivate you? Does it resemble you and where you want to go?

We’re taking it one-step further. Now that you have your list of values that are most important to you, you are now going to **rank them** and create your **values hierarchy**. You want to understand what it is that matters **MOST** to you.

**1)** Once again, take the time and go through the exercise of reading over your list and sensing which ones are the ones that give you the buzz or spark and rank your values 1 through 10.

**2)** If you are finding it tough to determine which value is more important to you, try creating a scenario or situation between the two values. For example, if you are struggling to determine which value is more important between Learning and Fitness, ask yourself the question “on most occasions, what would I rather be doing, reading a book or going to the gym?”.

**3)** Write your final, ranked list on the next page of the downloaded template (as shown below). This is the one-page you should really want to keep close-by moving forward.

“Find people who share your values, and you’ll conquer the world together.”

— John Ratzenberger

## Complete

**Congratulations!** You now have a concisely ranked list of the things that matter most in your life. **How does it make you feel when you read over this list?**

Does it feel right and give you a sense of who you are?

“Show me your list of values and I will be able to tell you who you are.” —  
Brendan Baker

As we have explored on the previous pages, **your values define who you are.** Let’s have a look at the below list of values from someone.

1. Wealth
2. Career
3. Learning
4. Determination
5. Fitness
6. Honesty
7. Individuality
8. Fun
9. Friendships
10. Family

Just from this list you can get a picture for what this kind of person may be like. Their strongest motivators are to have a successful career and enhance their wealth. As a result, this person would make decisions that align to this. Even though this person still values the gym and socialising, when it comes to the choice between creating wealth or doing one of these activities, they will choose to create wealth. This of course isn't to say that on every single occasion they would choose this, as this is still within the Top 10 most important areas of life for this person, however if they were to ignore their top values on more occasions than not, they would experience disharmony which we explored previously.

Let's now take another example. What if we simply flip that list of values on its head? We would end up with the following order of values.

1. Family
2. Friendships
3. Fun
4. Individuality
5. Honesty
6. Fitness
7. Determination
8. Learning
9. Career
10. Wealth

What does this list of values tell you about this person? They still value the same things... however they value these things in a *different order*.

This person would absolutely love spending time and having fun with family and friends with open and honest relationships. They still value having wealth and a successful career, however if their career would be at the detriment of relationships, what do you think they would do?

## How well are you currently living your values?

When you read over your own values, do you feel you are satisfying what is most important to you?

Compare your values with your Wheel of Life to see if the things that matter most are currently being satisfied. Also, when you look at your values, how does this compare to your reflections on the previous year?

Understanding your values and combining this with your Wheel of Life gives you a good picture of what is most important to you and whether you feel as those these areas are being completely fulfilled.

## Understanding Your Values and Taking Action

Now that you have your list of values, representing what is most important to you in life, let's explore a little deeper into how you can utilise this.

### 1) Making decisions

Understanding your values helps you to **prioritise** your time as well as helps you to make **consistent decisions**.

Now that you know what is most important to you in your life, you will be more consciously aware of what it is that makes you happy and where you want to get to. As you are now more consciously aware, your decisions will be more consistent and in-line with your values. What does this mean?

Ultimately, you will be able to make decisions on a more regular basis that lead you to being more happy and your consistent decisions will also help you achieve success in the areas that you pursue, and importantly, get you there faster.

Knowing your values are the building blocks for setting your goals and launching your life.

## 2) Achieving Harmony

We explored the concept of harmony and what happens when your actions or behaviours are not in harmony with your values. Now that you are more consciously aware of what is important to you, you can make choices and take action in a way that is aligned to your values. You will understand more clearly now when you have feelings of guilt, frustration, anger, disappointment and what has brought these feelings on. More importantly, you will be more conscious to be able to **bring yourself back into a state of harmony** and behave in ways that are aligned to your values.

Achieving harmony is **essential for happiness and reaching peak performance** in life, something that you will need to ensure you remain committed and aligned to your goals.

## 3) Planning Your Life

Now that you have a clear understanding of what is most important to you, you can start to explore ideas of where you want to be heading in life.

Your values are your driving force for what gets you up in the morning. Every day when you wake up, you want to be completely motivated and driven and return to your bed at night knowing that you gave the day 110%, don't you?

Now that your values are clearly defined, we will start to explore where you want to be and how you can make decisions to get there. Going through this exercise is often a wake-up call for many. One of the most common

things I hear when people go through this exercise is that they realise that what they are currently doing is not aligned to their values. Once you start to live and breathe your values you will be **unstoppable**. Your values are the foundation for everything you will be doing moving forward in this course... but more importantly, your values are the foundation of *your life*. So please, keep your list close by, read over it daily and tweak it as you progress through life.

Ask yourself every day, “how am I going to live by my values today?”.

## Next

Next, we will take a look at where you want to go in life. We'll start by finding your sweet spot... ie, the perfect intersection between your passions, your skills and your earning potential. It is the **one thing** that you can absolutely own and become the world's best at. Essentially, it becomes your purpose in life.

## Actions Summary:

- ✅ *Open 04. Eliciting Your Values.pdf for the exercise sheets*
- ✅ *Find a quiet, comfortable location away from distractions*
- ✅ *Complete Steps 1-6 in eliciting your values*
- ✅ *Keep your values close by and tweak them throughout this course as necessary*
- ✅ *Ask yourself each day “how am I going to live by my values today?”*



**Inside the**  
**Launch Your Life Academy**

## Enrolling into the Launch Your Life Academy

**Congratulations** on completing the Launch Your Life Starters Kit!

I sincerely hope you got some fantastic value from the information provided here.

If you enjoyed this Starters Kit then you're going to love being on the inside in the Launch Your Life Academy.

The Academy is a premium, secure online training ground that is designed to help you strategically set your life up for success and happiness.

You get access to:

- ✓ 21 training modules that guide you through a proven-process to launch your life
- ✓ Over 50 premium high-definition training videos that guide you every step of the way
- ✓ 8 Expert Interviews with over 5hrs of practical content
- ✓ Detailed exercises and templates to download for you to implement into your life and see real change take place
- ✓ 5x weekly webinars to help you stay engaged, plan your week, ask questions and stay focused
- ✓ A tonne of bonuses and useful resources
- ✓ World-Class Guarantee: If you feel you have not progressed throughout the program, you will get a full-refund AND I will personally give you a one-on-one coaching session valued at \$150
- ✓ Proven system to ensure you start to live your passion and achieve success

**Enrol now at**

**[www.launchyourlifeacademy.com/join](http://www.launchyourlifeacademy.com/join)**



## What People Are Saying

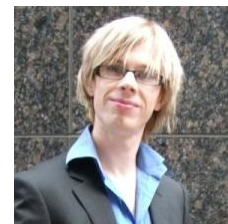
*I honestly have to say that Brendan's Launch Your Life Academy is the best program I've seen that combines the most important exercises and practices necessary to create your own unique, amazing life.*



*Even over 4 weeks, there's no fluff here! It's packed with focused information that will completely transform your life.*

**Paige Burkes**, Simple Mindfulness

*Brendan is a man on a mission who knows what questions you must ask to really empower yourself to move in the right direction and take specific and measurable action towards creating (and living) your better life.*



*It's worth every dollar of the small price because I reckon I'd have to buy a very good friend a very large number of lunches and dinners to get as many insights and as much thought as what Brendan has packed into this course!*

**Daniel Pickford**, Academy Graduate

*I have enjoyed this course so much. I am a University Professor and career coach and I am always looking for new ways, tools and techniques to help my students.. and on this occasion, I am changing my life too!*

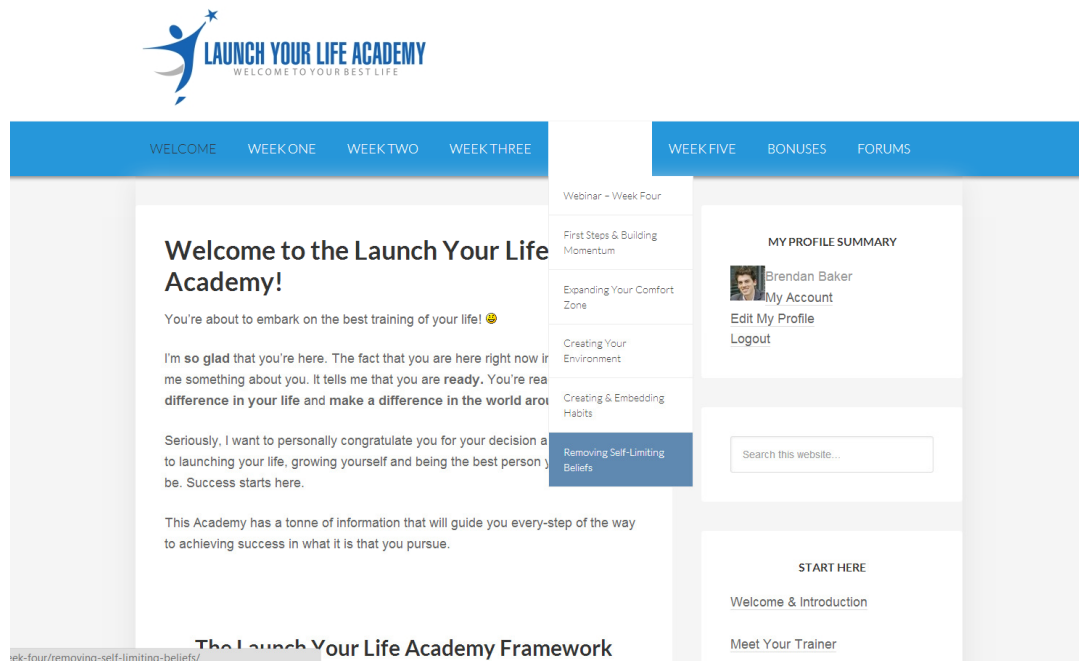


**Belén Aldecoa Martínez**, Academy Graduate, HR and Management Skills Lecturer and Career Coach

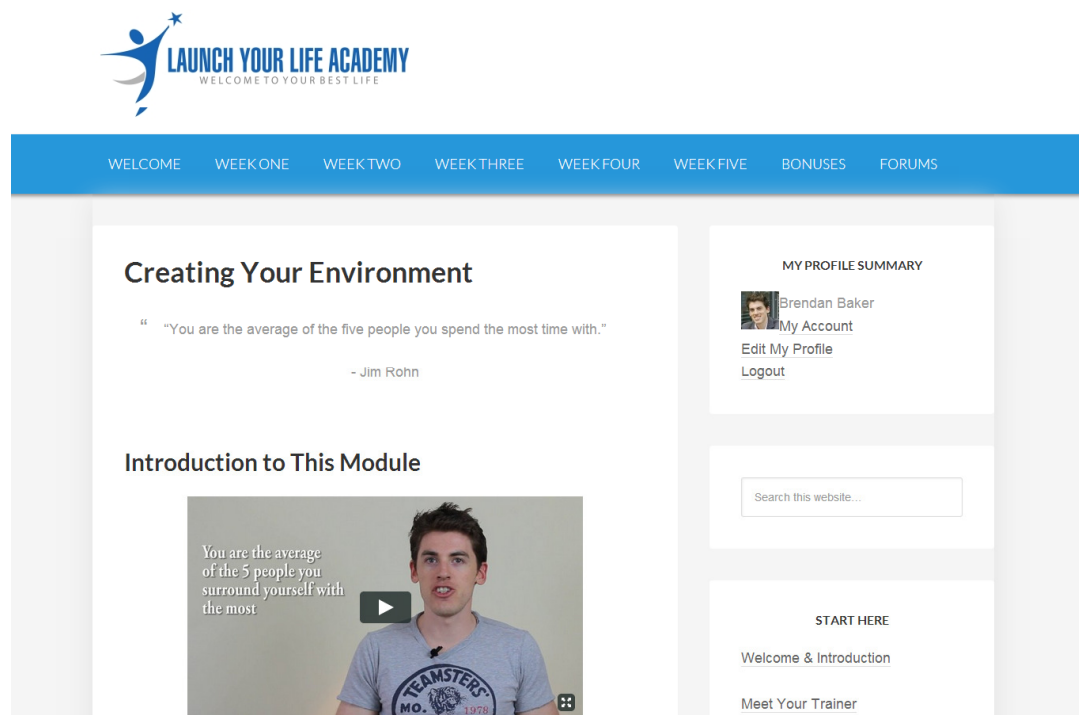
# Screenshots

To help you get a feel for what's inside the full, online Launch Your Life Academy I have included some screenshots below.

## 1. Welcome page



## 2. Example Module and Video



### 3. Example Content

**Week 2: Where Do I Want to Be?**

Week two is about gaining clarity of where you want to go in your life. It contains five in-depth modules that will help you create the vision of what you want your life to look and feel like.

Module 5: [Find Your Sweet Spot](#)

Module 6: [Find Your WHY](#)

Module 7: [Your Purpose Statement](#)

Module 8: [Vision & Inspiration Board](#)

Module 9: [Role Models](#)

**Week 3: How Will I Get There?**

Week three is about creating the actual plans and strategies to ensure you have a clear path to success. This weeks has three modules that will require some strategic thinking on your behalf to create the best solution for your life.

Module 10: [Write Your Goals](#)

Module 11: [Develop Your Strategy](#)

Module 12: [Create Your Action Plan](#)

[14. Expand Your Comfort Zone](#)

[15. Create Your Environment](#)

[16. Create & Embed Successful Habits](#)

[17. Remove Self-Limiting Beliefs](#)

[18. Track Your Progress](#)

**EXPERT INTERVIEWS**

[#1: Understanding Your Values with Tim Brownson](#)

[#2: Finding Your Passion with Barrie Davenport](#)

[#3: Setting Your Goals, Strategy & Action Plan with Celes Chua](#)

[#4: Creating Your Environment with Scott Dinsmore](#)

[#5: Removing Self-Limiting Beliefs with Farnoosh Brock](#)

For full details on the Launch Your Life Academy, please visit:

[www.launchyourlifeacademy.com/join](http://www.launchyourlifeacademy.com/join)

*See you on the inside!*