

Tru Values Program™

Your values are the behavior and activities to which you are naturally drawn. Values are who you really are. This includes things like: creating, contributing, adventure, beauty, teaching and spirituality. A list of over 150 values follows.

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 - connected, excited, and effortless. Many of us lead lives that 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.... Many of us spend our lives trying (consciously or unconsciously) 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. This self-assessment is the first step in getting a better life – awareness of your values and articulating them alone can begin a transformative process. A professional coach can help bring you to new levels with these goals.

Instructions

Read the list of 150+ values and circle approximately 10 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 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 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 of more of the following reactions:

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

Got the idea? Good.

- 1) Now circle the TEN 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)
- 2) Now with the TEN Values circled, pick FOUR. You may wish to compare each of your ten with each other and ask yourself which do I you prefer X or Y? Which ones, when honored, make the others not as exciting?
- 3) These last FOUR are your top Tru Values

ADVENTURE

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

BEAUTY

Grace	Refinement	Elegance
Attractiveness	Loveliness	Radiance
Magnificance	Gloriousness	Taste

TO CATALYZE

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

TO CONTRIBUTE

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

TO CREATE

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

TO DISCOVER

Learn	Detect	Perceive
Locate	Realize	Uncover
Discern	Distinguish	Observe

TO FEEL

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

TO LEAD

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

MASTERY

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

PLEASURE

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

TO RELATE

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

BE SENSITIVE

Tenderness	Touch	Perceive
Be Present	Empathize	Support
Show Compassion	Respond	See

BE SPIRITUAL

Be aware	Be accepting	Be awake
Relate with God	Devoting	Holy
Honoring	Be passionate	Religious

TO TEACH

Educate	Instruct	Enlighten
Inform	Prepare	Edify
Prime	Uplift	Explain

TO WIN

Prevail	Accomplish	Attain
Score	Acquire	Win over
Triumph	Predominate	Attract

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