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Tru Values Program™

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Your values, as we use the word here, are the behaviors, activities, and concepts to which you're naturally drawn. **Values reflect who you really are.** They include things like:

- Creating
- Teaching
- Spirituality
- Beauty
- Contributing
- Adventure

A list of over 150 values follows on page three. The Tru Values™ Program helps you discern your top four values and puts you on a path toward honoring them. To honor your values and re-orient your life around them is to give yourself the ultimate gift.

PURPOSE OF THE PROGRAM

The purpose of the Tru Values™ Program is to help you:

1. Identify what your true values really are.
2. Reorient your life around expressing these values.

WHAT ARE TRU VALUES?

We're defining values as the things you're drawn to doing or that you find very attractive. When you're honoring these values, you feel most like yourself: well, connected, excited, glowing, and effortless.

Although we appreciate these things, we often don't focus on and pursue the very things that are most important to us. We may be too busy with responsibilities, just getting by, etc. When you honor your Tru Values, you substantially alter and enhance your life.

Many of us spend our lives trying (consciously or not) to honor these Tru Values. When we're not able to, we find ourselves getting disturbed or frustrated, bored or complacent, wishing and hoping to have a better life. This better life flows from your Tru Values.

Will you give yourself the best gift ever? Your Coach can help you to understand values, identify those that fit you best, and implement the necessary steps to express and honor them in your life.

INSTRUCTIONS

Please read these instructions carefully. We suggest you read through the entire program at least once before you begin step 1.

STEP 1: SELECT TEN VALUES

Read the list of 150+ values and circle approximately ten that resonate as a value for you. You may circle the column headings if that's the word that resonates most. Feel free to include a word of your own if it better expresses your value.

You're looking for a VALUE - **not a want, "should," fantasy, or wish**. A value is a MUST for you to connect with in order 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've ever admitted this to yourself. Some of these you'll know innately. Others require you to be very straight with yourself. 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!"
- Flush, blush, or shake when reading the word!

Now circle the ten words you believe to be Tru Values. Ask yourself: **If I had this, would I be naturally turned on, without effort?**

STEP 2: NARROW YOUR VALUES TO FOUR

We all value a little of everything listed on this page. But we want you to pick four Tru Values from the ones you circled. You may wish to compare each of your ten with the other nine 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?"

Here are some questions to ask yourself during the process of choosing your four Tru Values that can help you make the best selections:

- Why is this value important to me?
- Who am I when I am this value? (How do I act? What do I think about? What motivates me?)
- Who am I not when I am this value? (How do I behave? How do I feel about myself? About others? About life?)

ADVENTURE

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

TO CATALYZE

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

TO CONTRIBUTE

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

PLEASURE

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

BEAUTY

Grace
 Refinement
 Elegance
 Attractiveness
 Loveliness
 Radiance
 Magnificence
 Gloriousness
 Taste

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
 Adept
 Dominate field
 Superiority
 Primacy
 Preeminence
 Greatest Best
 Outdo
 Set standards
 Excellence

TO RELATE

Be connected
 Community
 Family
 To unite
 To nurture
 Be linked
 Be bonded
 Be integrated
 Be with

BE SENSITIVE

Tenderness
 Touch
 Perceive
 Be present
 Empathize
 Support
 Compassion
 Respond
 See

TO CREATE

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

BE SPIRITUAL

Be aware
 Be accepting
 Be awake
 Relate w/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