

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
- Spirituality

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.

This three-phase, 25-step process can take up to two years to complete—not because it is difficult, but because you have to handle other aspects of life in order to be able to distinguish the subtlety of values and then reorient your life around them. This takes time. To honor your values is to give yourself the ultimate gift.

It is recommended that you work through the *Clean Sweep* and *NeedLess* programs prior to or concurrently with the *Tru Values* program. Your values are not as clear when clouded by unresolved matters and unmet needs. It is also recommended that you work with a professional coach trained in values work. You can do this on your own, but you will complete this program more quickly and more fully with a trained coach who has completed the process himself or herself.

Purpose of Program

The purpose of the Tru Values program is to help you to:

- Identify what your true values really are
- Create and complete a values expression project
- 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 reach 100 points. Your professional coach can assist you in more fully understanding the dynamic of values and the steps to have them expressed and honored.

Progress Chart

Date	Points (+/-)	Score

Tru Values Program 100-Point Checklist

Top Four Values				
#	1. _____	2. _____	3. _____	4. _____
25				
24				
23				
22				
21				
20				
19				
18				
17				
16				
15				
14				

Top Four Values				
#	1. _____	2. _____	3. _____	4. _____
13				
12				
11				
10				
9				
8				
7				
6				
5				
4				
3				
2				
1				

Give yourself credit as you get points on the 100-point program. Fill in columns from the bottom up.

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 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 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 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.)

Please choose your four Tru Values and write them on the 100-point checklist where indicated.

Adventure	Risk	Thrill	Danger	Speculation
	Dare	Gamble	Endeavor	Quest
	Experiment	Exhilaration	Venture	The unknown
Beauty	Grace	Refinement	Elegance	Attractiveness
	Loveliness	Radiance	Magnificence	Gloriousness
	Taste			
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	
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	Family	To unite	Part of community
	To nurture	Be linked	Be bonded	Be integrated
	Be with			
Be Sensitive	Tenderness	Touch	Perceive	Be present
	Empathize	Support	Respond	Show compassion
	See			

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 this page. But we want you to pick 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 any more? Which ones, when honored, make the other ones not as exciting?”

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 has three parts, described in the following sections.

Honor your values.

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 values process as a way to get a great life. Look for examples of the kind of changes you can expect in step 7. Choose three of these changes to begin fully honoring your values.

Express your Tru Values through a project.

Now that you’ve cleared the decks and upgraded your life so your values can play, it is time to come up with a fun project that gives your values a showcase—a way to get stimulated and used, a way to show yourself that living your values is both possible and fulfilling. (Fulfillment is the experience of life one has when values are honored and expressed.)

This project shouldn’t have any shoulds about it. Don’t pick one that will drive you crazy, one that you are not ready for (but “should be”), one that you think you should want but really don’t. Rather, design a project that lets you play big or play well, effortlessly. Examples are in step 11 on the last page of this section. Design a project that brings out your best, naturally. Don’t do a project in order to get something out of it. Do it because you enjoy it.

Align your goals with your values.

After finishing your values expression project, you are ready for the final phase—aligning your life goals with your values. In other words, being at the place in life where you can afford to set only those goals that honor or express your values. This assumes you're close to 100 on the Clean Sweep and NeedLess programs. But wow, what a place to be in life! The alignment steps are:

- Make a list of your 10 goals for this year.
- Make a list of your top 10 values.
- Match the goals with the values.

Note: 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. And only have one goal per value. You are using your values as the reference point in your life—not your goals. And that is what makes this process so exciting!

Tru Values Program Checklist

Use this checklist to guide yourself through the program. Fill in the circle when you have *started* on the step. Fill in the square when you have *completed* the step. Fill in the appropriate box on the checklist provided when you have completed the step. Work these 25 steps in order.

Do this process for each of the four values you've chosen as Tru Values.

- 1. Select the Tru Value, using the procedure described in step 1. Write in the value at the top of the checklist provided.
- 2. Ask yourself, "Why is this value important enough to me to be a Tru Value?" Write down five specific reasons on a sheet of paper.
- 3. Ask, "Who am I when I am this value? How do I act? What do I think about? What motivates me?" Write down five specific examples on a piece of paper.
- 4. Ask, "Who am I not when I am this value? How do I behave? How do I feel about myself? About others? About life?" Write down five specific responses on a piece of paper.
- 5. Ask, "How well am I honoring or expressing this value? What am I doing in my life that permits this value to be free enough to express itself?" Write down five specific ways that you are currently honoring your values.
- 6. Ask, "Where am I not honoring or expressing this value? What I am doing that restricts, dishonors, or does not give my values the room and nourishment they need and deserve?" Write down five specific things you are doing that don't serve your values.
- 7. Ask, "What three changes would I make in my life in order to fully honor and express this value?" Write down the three specific (and probably large) changes to make in the next 90 days. Examples of changes: change jobs, face and handle something tough, stop smoking, start fully communicating, let go of duties, get special training, let go of the future, let go of draining people.

- 8. Make change #1—permanently.
- 9. Make change #2—permanently.
- 10. Make change #3—permanently.
- 11. Ask, “What is the project or goal that I could design that would be a full expression of this value?” Come up with the project. Examples of projects:
 - Run the New York marathon
 - Make \$1,000,000 this year
 - Write a book
 - Go parasailing in the Alps
 - Throw a huge party
 - Make yourself stunning
 - Help 1,000 people out
 - Invent a product or process
 - Master a subject or field
 - Climb Mt. Rainier
 - Develop a community
 - Be hedonistic
 - Get on a spiritual path
- 12. Outline and milestone the project into seven phases. Give each phase an assessable result or milestone with a deadline.
- 13. Begin the project; complete phase 1.
- 14. Complete phase 2.
- 15. Complete phase 3.
- 16. Complete phase 4.
- 17. Complete phase 5.
- 18. Complete phase 6.
- 19. Complete phase 7. Tie up loose ends.
- 20. Celebrate significantly for completing your Tru Values expression project. You’ll know what to do.
- 21. Ask, “How must I now upgrade my life to have this value fully honored and expressed throughout it?” Come up with five substantial changes.
- 22. Make these changes.
- 23. Align your top 10 goals for this year with your top 10 values using the procedures discussed in step 3.
- 24. Share this process with a friend and help them get started with it.
- 25. Throw a party to celebrate your new life.

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