*Types of values*

Our values are important because they help us to grow and develop. They help us to create the future we want to experience.

Every individual and every organization is involved in making hundreds of decisions every day. The decisions we make are a reflection of our values and beliefs, and they are always directed towards a specific purpose. That purpose is the satisfaction of our individual or collective (organizational) needs.

##### WHEN WE USE OUR VALUES TO MAKE DECISIONS, WE MAKE A DELIBERATE CHOICE TO FOCUS ON WHAT IS IMPORTANT TO US. WHEN VALUES ARE SHARED, THEY BUILD INTERNAL COHESION IN A GROUP.

There are four types of values that we find in an organizational setting: individual values, relationship values, organizational values, and societal values.

### **INDIVIDUAL VALUES**

Individual values reflect how you show up in your life and your specific needs-the principles you live by and what you consider important for your self-interest. Individual values include enthusiasm, creativity, humility, and personal fulfillment.

### **RELATIONSHIP VALUES**

Relationship values reflect how you relate to other people in your life, be they friends, family, or colleagues in your organization. Relationship values include openness, trust, generosity, and caring.

### **ORGANIZATIONAL VALUES**

Organizational values reflect how your organization shows up and operates in the world. Organizational values include financial growth, teamwork, productivity, and strategic alliances.

### **SOCIETAL VALUES**

Societal values reflect how you or your organization relates to society. Societal values include future generations, environmental awareness, ecology, and sustainability.

## Terminal Values

These are values that we think are most important or most desirable.These refer to desirable end-states of existence, the goals a person would like to achieve during his or her lifetime.They include happiness, self-respect, recognition, inner harmony, leading a prosperous life, and professional excellence.

## Instrumental Values

Instrumental values deal with views on acceptable modes of conductor means of achieving the terminal values.These include being honest, sincere, ethical, and being ambitious. These values are more focused on personality traits and character.

There are many typologies of values. One of the most established surveys to assess individual values is the Rokeach Value Survey.