

## Values Elicitation Process

Values elicitation is an NLP (Neuro Linguistics Programming) coaching process that can have a powerful impact on your life.

You will discover what your current values are – a process that few people have ever even contemplated prior to working with a coach – and the results you are achieving in your life as a consequence. Those results may or may not be outcomes that make you happy, satisfied or fulfilled.

With your coach you will discuss the results you DO wish to have in your life, set a clear and specific goal and then elicit the values that you will need to focus your energies on to obtain that outcome/goal.

This NLP process ensures the chosen values are neurologically changed to enable you to *consistently* deliver the outcomes and results you want in that area.

Depending on the number of values that need to be swapped, this process may take between 3 to 6 sessions to ensure each new value is instilled correctly.

## What are values?

Your values exist deep in your unconscious – as a result, you may or may not be aware of what yours are – but they are the key to defining your basic personality and identity.

Your values and beliefs are the catalyst for your behaviours – both those you are consciously aware of and those you are not. Values and beliefs can create cycles of behaviour that may or may not be helpful to you; by changing or reorganising the cause of behaviour (your values) you will get results you do want.

Values are created, in the main, from our own experience and from the external influences in our early lives. By age 7 you will already have a set of values and beliefs, many of which you will take with you into adult life. We each have a choice whether we wish to 'take on' the values of others: parents, siblings, teachers, friends – this process is the opportunity to make any changes.

Examples of values are:

freedom  
recognition  
integrity  
affection

security  
acceptance  
adventure  
fairness

happiness  
dependability  
work/life balance  
travel

fun  
accountability  
challenge  
openness

## **Values hierarchies**

Depending on your goal, different values will take precedence over others creating a hierarchy of values.

Those at the top of your hierarchy are more likely to drive your behaviours and are more likely to cause frustration, sadness or disappointment if they are somehow ignored or compromised.

## **What you will gain**

- With new values, you achieve new behaviour and new results.
- Greater awareness of your most important values and where you should be focusing your energies.
- A more complete, authentic you! Your behaviours and outcomes support your core values, gives you a greater sense of 'self' and drives action.

## **Next steps**

Contact Rebecca Wells, a trained NLP Practitioner and Coach, if you want to benefit from this valuable process.

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