



Values Coaching

Creating meaning and enhancing productivity for individuals and organizations

The values of an individual person are forming the foundation of their personal development – a process supported by [ValuesOnline™](#). Our experience, as well as years of research, show that significant positive changes occur when a person becomes more aware of his/her values and starts living according to them. This helps finding increased self-esteem and new self-confidence, which create meaning. Meaning in turn generates fulfillment, enthusiasm, energy and even profitability. Meaning is the top driving force in human beings, businesses and organizations. Through the unique ranking process of ValuesOnline, you can explore and verify your own personal core values.

Finding your focus

By becoming aware of your values, you get to know your own strengths and weaknesses. It becomes easier to decide what you should go for in order to achieve success and to feel satisfaction in your profession and in your private life. Negative stress is prevented and the risk of mental and physical problems is reduced. To put it simply, you feel better.

Strengthening relationships

When we get to know our own values and those of others, our respect for and understanding of others increases. “Empathy” is a key word that implies the ability to have power of insight. It is a talent that one can develop. We learn how to handle differences and are able to better function in groups, projects and in workplaces so that our motivation and creativity are enhanced.

Making the best choices

Life is full of choices: choosing a partner, choosing a job and choosing one’s associates. If you know yourself, you don’t need to choose a job purely for the salary or for status. You can also take into consideration what it is you want to do and what you are really suited for. It is then that the prerequisites for real success increase. Neither companies nor those in search of work can afford to make mistakes. It is better to check before employment that mutual values align and complement.

About Urs Winzenried

Urs Winzenried is a Professional Coach, Facilitator and Mentor who is supporting his clients as they walk between the many different worlds encountered at work, in relationships, and in various cultures.

He studied law and economics in Berne, Switzerland. After some years living in Australia, gaining more personal and professional experience, he returned to Europe to work for over 15 years in various management functions in the Swiss-based family business (packaging, printing inks, real estate and construction).

Later he became more interested in Personal and Leadership Coaching, Values Thinking and Human Potential, while still being involved in various non-profit projects and initiatives and serving as a non-executive Board Member of several companies. He has an unusually wide experience of businesses, organizations and projects, both from the inside and outside, and considers his rich and diverse biography as his major asset for his work with individuals and teams across Europe and North America.

Urs has completed extensive coach training in various locations and methodologies. These include solution-focused Team Coaching in Switzerland; "Co-active Coaching" in the UK; and "Ontological Coaching", for which he was certified by The Newfield Network, USA. His work is based on individual, values-driven innovations styles, which are guiding his clients through complex and changing environments.

He calls himself an Edgewalker, being able to support clients in building and successfully walking across bridges between cultures and different perspectives, between task-oriented capabilities and more reflective capacities guided from within. He firmly believes in the power of living one's core values and creating a competitive advantage through more meaning at work with an effective contribution to the greater whole.

Urs speaks several languages and presently works in New England, USA, Switzerland and Mallorca, Spain.

"Leadership is authentic self-expression that creates value through action"

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