

## **VALUES COACHING**

Creating meaning and enhancing productivity  
for individuals, teams and organizations

***By Urs Winzenried, Professional Coach, Facilitator and Mentor***

The values of an individual person are foundational for their personal development. 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 increase self-esteem and builds self-confidence, which creates more 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 VALUE.Online, you can explore and verify your own personal core values, and cultivate a greater sense of meaning.

### **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 here. It 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.

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