

VALUESMAP

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It's not hard to make practical decisions when you know what your values are.

Roy Disney

Understanding your values strengthens inner congruence and personal power.

By Nick Freedman

The values map is the first of 10 tools, taught on the Manifestor Program. It can be used as a stand alone tool, if you're not on the program, and in the wider context of your learning journey, if you are. The manifestor toolkit provides you with a full set of practical processes that you can use in your daily life. As you apply the tools, you become capable of playing life bigger.

Before we get onto defining values, and exploring your personal values, let's reflect on a more primal question. Who are you? When you ask this question things get complex very quickly, because there are thousands of ways to explain the human experience. Depending on who you speak to, you will hear something different. Even two people who are talking about

the same thing, will use different language. Trying to dissect and make meaning from all the available profiling tools, psychology schools, religions, biological sciences and eastern philosophies can take years.

To limit the potential confusion, we use a simple visual framework (at the base of page 2). The first distinction to make is between, *being* (or self), *doing* (or action) and *creating* (or having). *Being* is who you are. Whenever we say *self* this is what we are talking about. It is your individual sense of self. It is the 'I' inside. This is your interior, so it is not visible to others and requires inquiry or questions to understand. *Doing* is your *actions* or behaviour. It is the outward expression of your interior self. You can see what others do, as

behavior is visible. You can become conscious of this stimulus and response feedback loop, by paying close attention to how life is emerging right in front of your nose.

Your state of being, and how consciously you apply your freewill, informs how you act or behave. Both of these territories of being and doing are the cause, and the results you create are the final effects that you have in your life. They appear in the external environment and can broadly be classified into people, objects and events. Because these outcomes are external, they are easier to see & tangibly measure.

And it wouldn't be possible to have any awareness of this, if it wasn't for the observer, which is the ever present witness that is



You are conscious of less than 1% of the total activity that is happening inside your brain.

Your brain is amazing. As well as keeping you alive, it helps you make choices about how to navigate through life. Many of its processes happen without your input & so the more you understand how it works, the stronger your freewill becomes.

1% conscious vs. 99% subconscious

Inside the brain, thoughts fire off, about what is happening in the environment. Thoughts then communicate a series of electrical and chemical reactions to the body, to generate a feeling. This feeling is then sent back to the brain and the final experience creates our state of being. The thoughts that bubble up to the conscious mind, arise from the store house of beliefs, values and memories which reside within the subconscious mind. The brain processes 400 billion bits of information every second and the conscious part of you is only aware of 2000 of them. This is a fraction of a percent. The key thing to understand here, is that your brain and mind are constantly filtering and deleting data, before any of it gets sent up to your conscious mind for meaning making.

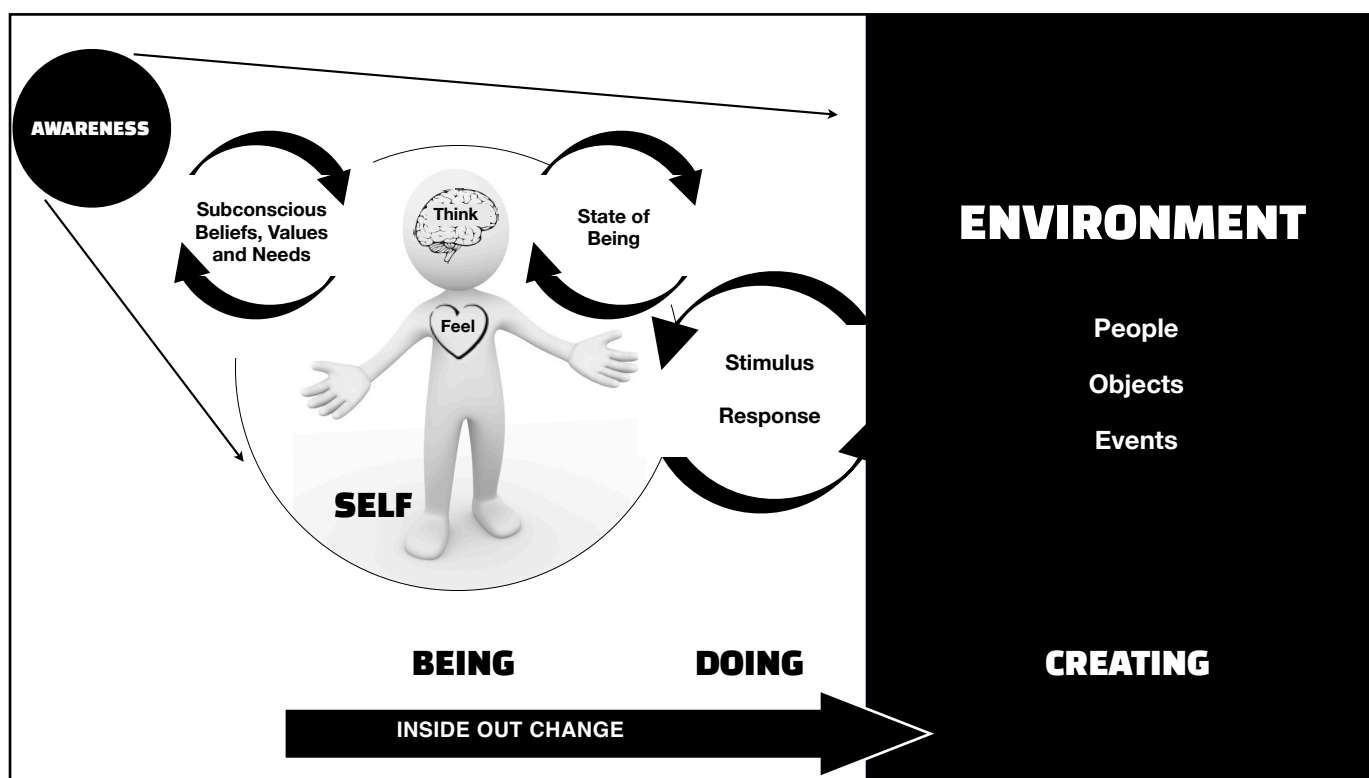
Beliefs

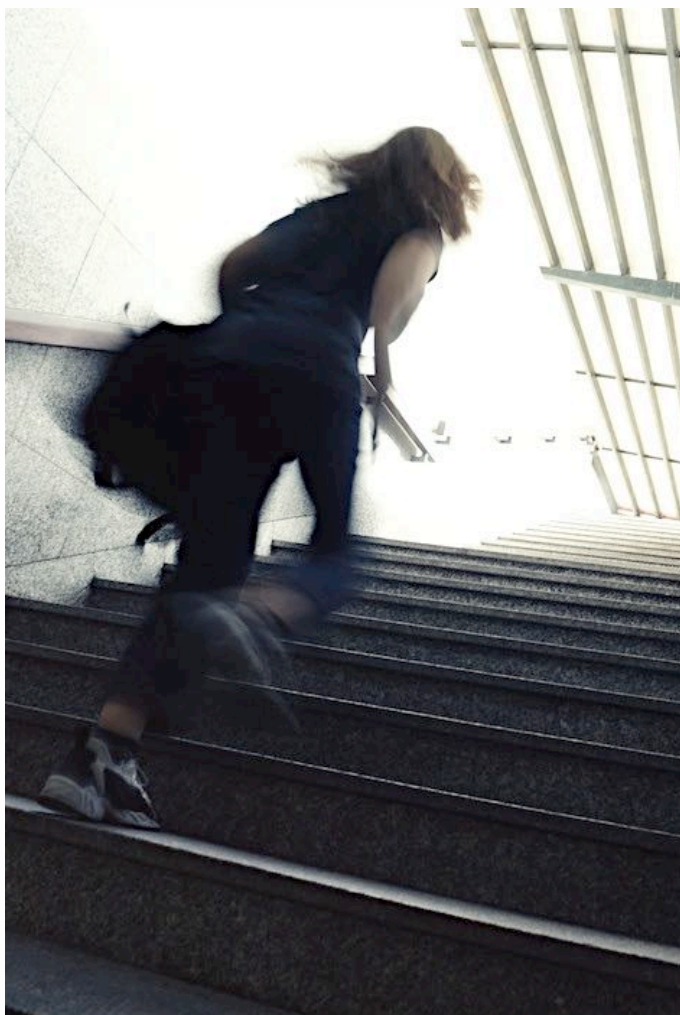
A belief is something which the mind holds to be true. It is where the mind draws a line in the sand, between true and false. Notice the definition says 'holds to be true'. It illustrates something very important about beliefs. Often we think that our beliefs are absolute truth. It was only a few hundred

years ago that people actually believed that the earth was flat. Today, we have a more accurate belief about this. One of the core principles at the heart of how human beings evolve, is to develop a life long passion for learning, critical thinking and a willingness to allow new beliefs to supersede out of date ones.

Values

A value is a deeply held principle which you regard as being important for you. If you value achieving big results in life, you may be attracted to a job that involves selling. And if you value a life of service to others, you may choose to work in a non profit organisation. These deeply held principles act like a moral compass, by helping you determine which way to steer in life. Values, alongside beliefs, influence how your brain filters the 400 billion bits of data it processes every second, into the 2000 bits that you are aware of. All decisions you make are underpinned by what you value and believe. So let's say you value respect in your relationships. The first thing to say is that the only way you know respect exists, is because it's opposite of disrespect also exists. So imagine you're having a conversation with someone who displays high levels of respect. In this case your values are being validated, so you will feel comfortable. You then talk to someone else, who is having a bad day and is disrespectful towards you. Your mood can shift very quickly, because your values are no longer being validated by others. This explains how what is happening in your environment, can have an affect on you.





“Until you make the unconscious conscious, it will direct your life and you will call it fate.”

Carl Jung



When you've satisfied your current needs, your focus moves upward, to the next level.

Needs

Needs are different again. They are something which is a necessity. The keyword here is necessity. Many people will have heard of Maslow's hierarchy of needs. Level 1 needs are physiological. Human beings need food, water and shelter. With a full belly, the focus moves onto safety and security, such as finding employment and maintaining health. With this need taken care of, the focus moves towards relationships with others. Level 4 needs are about building a strong sense of self esteem. And as this need is met, the focus becomes spiritual or what Maslow called Self Actualisation.

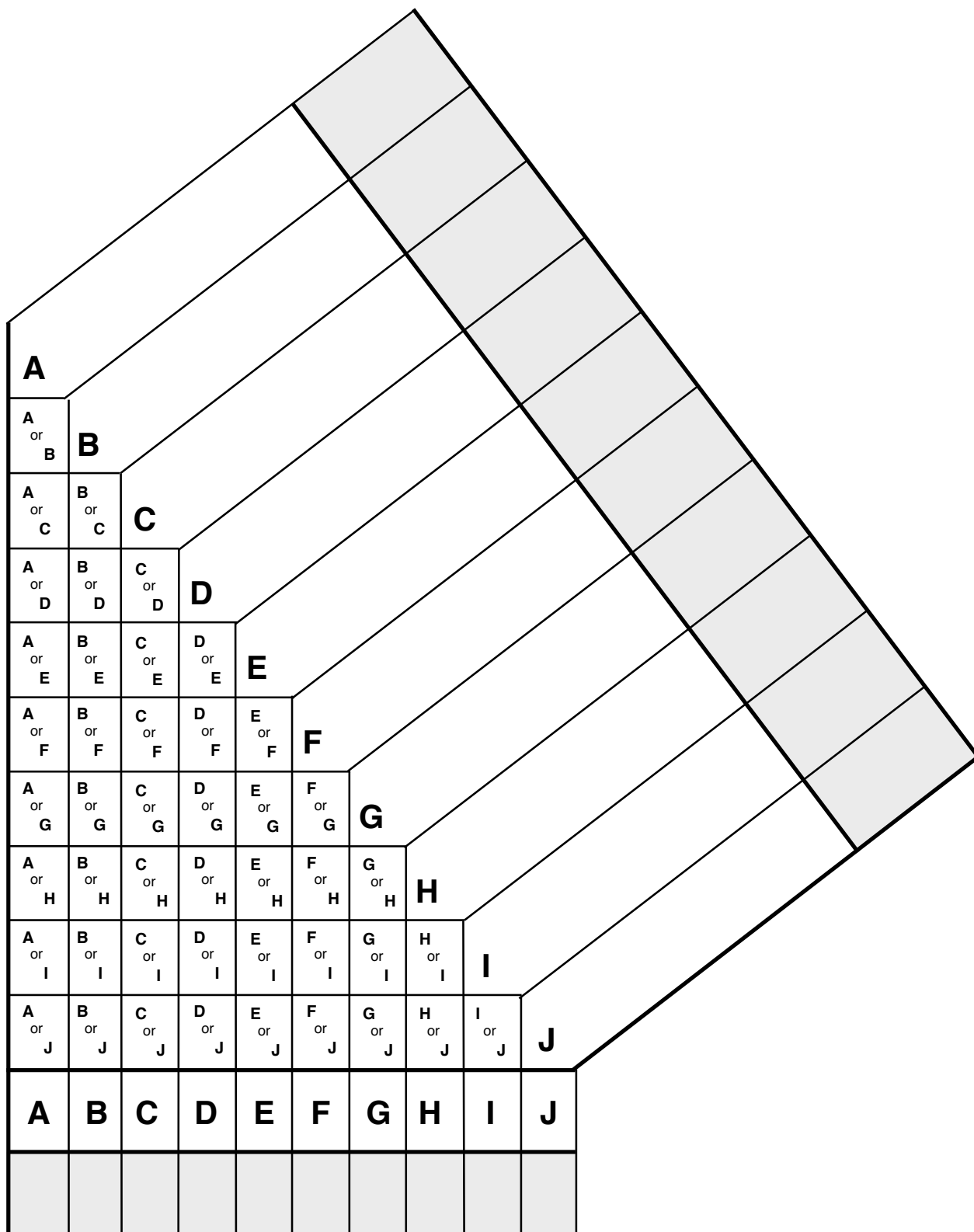
Interestingly with needs, humans cannot move up to the next level, until they have met the needs on the level which they are currently on. This is what evolution is about. If you've ever witnessed an aid agency delivering food into a refugee camp where people are starving, the behaviours people display can be chaotic. When people's primary need for food and drink is unmet, their behaviour is focussed on how to survive. Closer to home, imagine you were sick with the flu and took time off work to regain your health. Your sole focus would be to rebuild your strength and wellbeing. While you are focussed on this, the level 3, 4 and 5 needs literally fall away into the background. You are not interested in trying to meet those needs whilst you're laying in bed, feeling terrible.

Roles

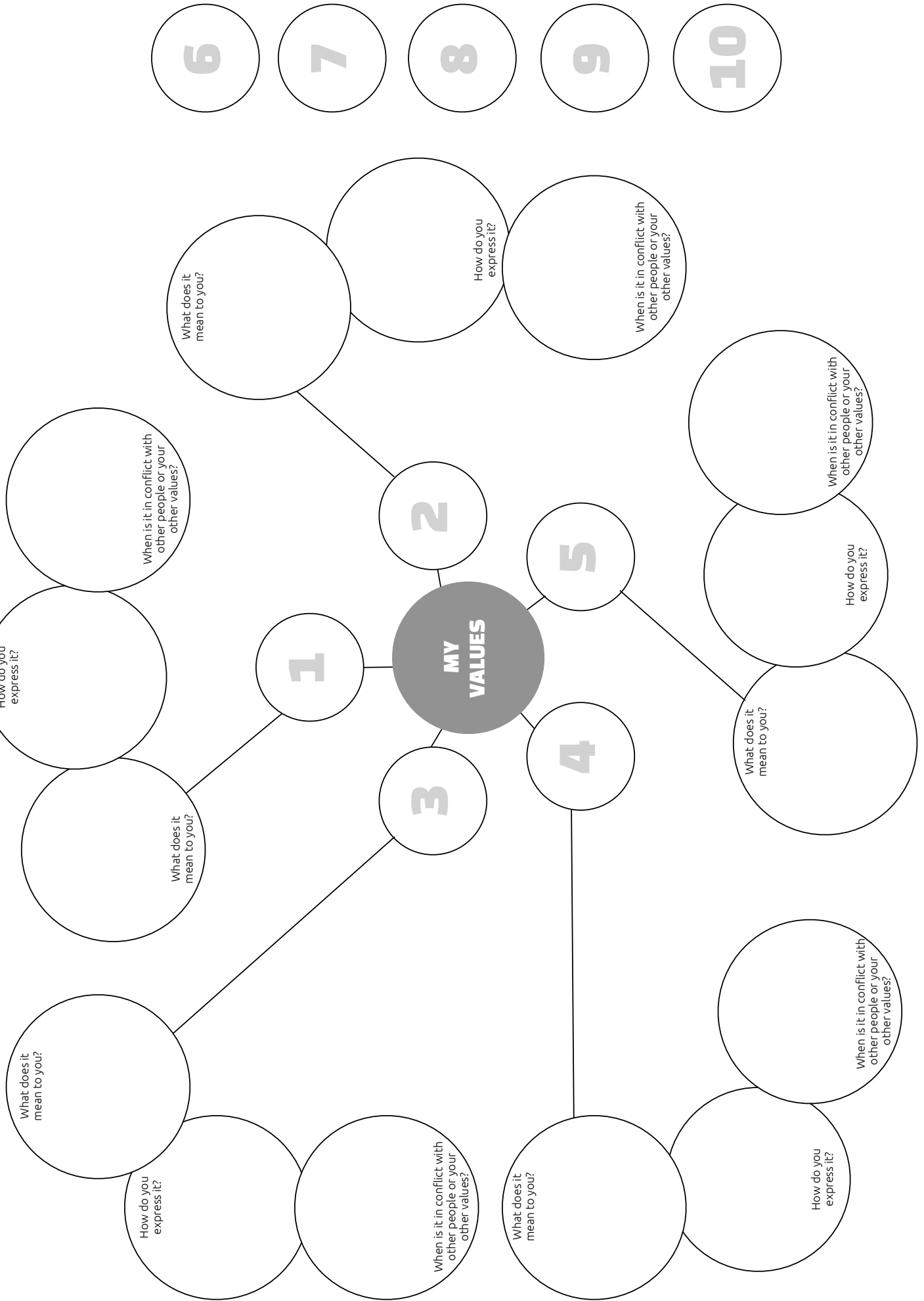
The next concept to grasp, is the notion of playing different roles in life. A role is the way you act in relation to a specific situation. And there are multiple roles you will have in life. An obvious one is your job. Another one is being a spouse, parent and a sportsperson. Each role you play in life, will be underpinned by it's own set of values and beliefs. So you might have a job as a childcare worker and have a lot of values related to how to treat children well. And on a weekend, when you play a competitive team sport for your local club, a whole new set of values would come online and be activated. At work, you might have a role which requires you to spend a lot of time in analytical thought, or you might have a role which is more physical such as construction. At home, and with loved ones, the role we play often changes. The key thing to note, is that as you move from one role to another, different aspects of yourself, drive your behaviours.

To complete the values map, sign in at <https://nickfreedman.com.au/free-values-profile-personal-development/> and watch the learning movie for clear instructions of how to work through the next few pages.

Acceptance	Confidence	Grace	Maturity	Systematic
Accomplishment	Conservation	Generosity	Nobility	Service
Adventure	Contentment	Gratitude	Nurturing	Support
Alignment	Credibility	Goodness	Open-minded	Simplicity
Altruism	Curiosity	Happiness	Optimism	Spontaneity
Authenticity	Challenge	Harmony	Order	Speed
Awareness	Correctness	Health	Peace	Spirituality
Abundance	Control	Healing	Patriotism	Stability
Assertiveness	Continuous improvement	Honesty	Positivity	Tolerance
Ambition	Diversity	Honour	Performance	Truth
Autonomy	Democracy	Hope	Personal development	Trust
Accountability	Discipline	Humility	Pleasure	Teamwork
Beauty	Determination	Humour	Passion	Teaching
Balance	Decisiveness	Hard work	Play	Tradition
Being the best	Dynamic	Independence	Power	Understanding
Boldness	Diligence	Influence	Practicality	Unity
Belonging	Education	Inner peace	Professionalism	Uniqueness
Calmness	Efficiency	Innovation	Productivity	Usefulness
Charity	Equality	Integrity	Perfection	Victory
Community	Excellence	Intelligence	Prosperity	Vision
Communication	Effectiveness	Insight	Purpose	Vitality
Compassion	Excitement	Initiative	Quality	Wealth
Consciousness	Empathy	Intuition	Rational	Wisdom
Connection	Enlightenment	Joy	Reliability	Wellbeing
Contribution	Empowerment	Justice	Results	Winning
Cooperation	Fun	Kindness	Relationships	Add your own below
Courage	Flexibility	Knowledge	Relaxation	
Creativity	Freedom	Leadership	Respect	
Clarity	Focus	Love	Reputation	
Change	Fame	Loyalty	Responsibility	
Care	Faith	Learning	Risk taking	
Collaboration	Fairness	Logic	Security	
Commitment	Family	Meaningful	Strength	
Competition	Flow	Modesty	Success	



To complete the values map, watch the learning movie here <https://nickfreedman.com.au/free-values-profile-personal-development/> for clear instructions of how define what is important to you.



To improve your life, start cultivating the values & beliefs needed to function at the next level.

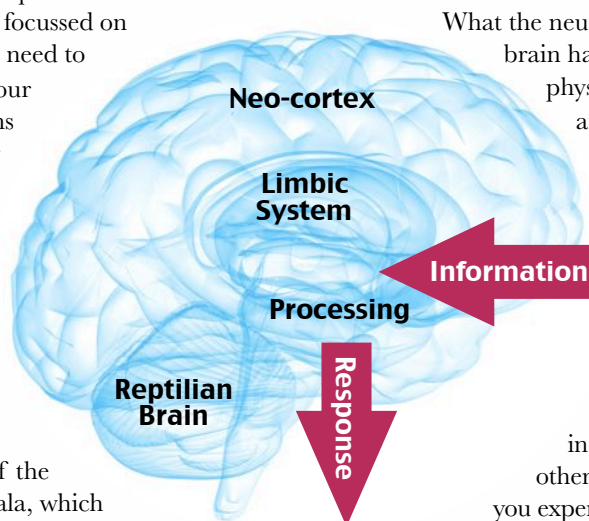
Three territories of the brain

Your brain has three major domains each which play a specific function in processing your life. The first is called the reptilian brain and this sits just at the top of your spine. It controls your essential co-ordination through bodily functions such as heart rate, breathing, temperature and balance. Your conscious observer is not overly focussed on this part of the brain (you don't need to remember to breathe or keep your heart beating). It simply happens and does a great job of keeping your physical body regulated.

The next part of the brain is the limbic system. It plays a large part in causing your feelings and emotions to come into existence. Of critical importance in learning how to become a manifestor is a part of the limbic system called the amygdala, which you'll soon learn more about, on the next page.

The third part of the brain is called the neocortex which takes up over 65% of the space in your head. The neocortex wraps over the top of the limbic & reptilian brains as you can see in the picture. It controls the logical, rational, linear thought processes. It is the seat of freewill and without it you'd not be able to function effectively in the world. This part of the brain enables you to make decisions about reality and choose what to do next with your life. When experiences work out positively, the neocortex can remember to do them

again, and when you want a different outcome or to change something that's not working, it's this part of the brain which is active. On the level of your brain, becoming a manifestor who chooses an intended future and actively changes to move towards it, requires you to make greater use of the gifts the neocortex offers.



What the neuroscientists are telling us about the brain has similar correlations to what the physicists are telling us about quantum and it's that we are not fixed, rigid and hardwired humans, where we can only process reality based on our previous understanding we've been taught or learned. Instead the structures of the brain, called neuro-nets have an essentially fluid quality. They can change and reform. These neuronets, which are made of brain cells called neurons, are in constant communication with each other through movements of energy, which you experience as thoughts.

What you think, you become

When these neurons connect, they 'wire' together and this forms clusters of intelligence. The more they connect through repetition of the same thoughts, the stronger they become bonded together. So in terms of your conscious experience, the more often you think about something, the more greater the space that it takes up in your life. Or what you focus on grows. This notion of repetition, coupled with more awareness, opens up rich potential for personal growth.

First say to yourself
who you would be.

And then do what
you have to do.

Epictetus

What

you

focus

on

grows

What has been observed and explained expertly by Dr Jo Dispenza, in the film 'What the Bleep do we Know' is that the brain can change and it's when you use the neo-cortex to consciously choose what reality you want to focus on this will literally re-wire your neuro-nets to help you move towards what you want to create.

From reactor to manifestor

Let's go back inside the limbic region again. As this territory of the brain processes the stimulus coming from the environment, a tiny part of it, called the amygdala, keeps a lookout for any kind of data it perceives as a threat. It does this by scanning back through your memories and when something in your past matches the information it is processing, alarm bells are signalled.

Adrenalin then moves into your bloodstream and the feeling of fear is experienced throughout your body. The interesting thing with this process, is that the threat is not always real. It simply resembles something which you experienced in your past and is stored as a painful memory. The job of the amygdala is to keep you away from experiencing it again. These reactions, if we allow them to, can drive our life and keep us locked up in the comfort zone. Manly folks traverse the highway of life, trying to get reality to fit into the zone they deem to be comfortable and avoid at all costs, things that are outside of it.



If you want to grow, your job is to develop the ability to discern between threats that are real (some are), and the ones which are echoes of old memories.

We are all equipped with the inner resources to evolve. Often it just takes awareness of this, together with the courage to act, to kickstart the journey. The journey of becoming a manifestor, that is capable of turning ideas about the future, into present day form, often



requires that you learn how to move beyond any unhelpful, limiting, habitual patterns that are keeping you trapped in a reactive orientation to life. Now we'll explore 3 processes that can be used to help you reach the next level in your life.

1. Build congruence

Now you have your values defined, you can use them like a moral compass to help you steer life towards people and situations which align with your values. One way you can do this, is by increasing your levels of personal congruence or alignment. An example of this could be that you value wellbeing and you've let your exercise routine slip in recent months. Or that you place value on collaboration at work, and the current culture in your workplace, is set up so that everybody is functioning in silos.



Both of these are examples of when you know what your values are, but you're not living in alignment with them. Knowing your values, helps you move through life consciously and make decisions which align with what you say is important to you. This often takes courage, and leaving the comfort zone.

"You must unlearn what you have learned."

Yoda

The way to do this is to think about an area of your life, either personal or at work, where you don't feel like you are staying true to your values. The next step is to consider what action you will take to generate positive change. An important thing to say is that it's rare that somebody will be permanently and consistently living in alignment with all their values. The reason for this is that we cannot function without having relationships with others who are different from us. The key thing to become aware of is balance. If you feel there are sufficient areas of your life where you are truly living in alignment with your values, you will feel satisfied. And equally if you are traveling through your life with insufficient alignment, this will impact on your wellbeing, because you're unhinged from what's important to you. Listen to your heart with this one.

2. Improve relationships

Values can help you build empathy and improve relationships with people in your life. One of my favourite quotes about empathy comes from Native American wisdom. 'In order to understand a man must walk a mile in his moccasins. In order to do so you must first take off your own'. This wisdom overlaps with what all good



"It's not the mountain that we conquer, but ourselves."

Sir Edmund Hilary



These 3 strategies offer ideas about how to use your values map to navigate through life.

With clarity about your own values you now have 50% of what you need to become a good negotiator. The other 50% lies in being willing and able to take off your own mocassins and walk a mile in someone else's.

This can sometimes feel awkward because of an aspect of mind that sees differences as being somehow wrong. When the mind judges reality using right/wrong thinking, it can easily classify self as right and other as wrong. When we create a mental shift and tell ourselves that if *someone else sees life differently from us, that is not wrong, it is simply different*, a new world of possibility opens up in the relationship & dialogue.

So consider somebody you find it hard to reach agreement with. Then think about what values could be driving them. Even better would be to invite them to complete their values map, so they can become aware of their drivers. Some of these will be the same as yours and others will be different. What you will invariably find by doing this, is that there are some universal values, such as a desire to be respected, that most humans share. And it is these values where you will

both find agreement on what you classify as important.

This is called common ground, and if you seek it, then build from there, you'll often find that the dialogue flows better.

3. Leverage adversity

Human evolution is an upward trajectory, whereby we seek higher or better levels of experience. There is an innate power that lives within all of us, that helps us to evolve and new potentials to grow are always emerging, if we keep our eyes out for them. And there is a direct relationship with the adversity that life presents us, how we choose to respond to it, and how much of our own potential we actually realise.

When we see adversity as a challenge, it teaches us new things about ourselves. Adversity helps us to grow, because we need to develop new values to deal with it. In doing so, we become bigger. Ask any woman what her first year of motherhood was like and she'll tell you she grew a huge amount, and that new values developed within her. Carl Jung called these traits archetypes, and new ones can be awakened throughout life.

What you can achieve in life, is bound only by the limitations that you agree to buy into.

We have tremendous untapped potential inside us. We can either choose to ignore that, or we can choose to leverage every possible opportunity in life, including the challenges. So to develop an evolutionary mindset, and move away from the reactive cycle in life, the first step is in getting really present in the moment. When you get anchored into the now, it is easier to take on the concept that you are much bigger than the sum total of what you have done in your past.

Being willing to see yourself as a work in progress, that is always capable of developing new dimensions of yourself, turns life from a repetitive cycle, into an exciting adventure. What you can achieve in the future is determined by the beliefs and values you embody in the present.

Let's bring this back full circle into values. Unless you choose to live in a cave life is going to bring you adversity and challenges. Consider, then reflect on, the greatest adversity or challenge that you're facing in your life right now. This could be something personal or something at work. Next go back and re-read the list of values on page 3. There are going to be two or three values, that you can learn to develop and cultivate within yourself, that will help you to leverage the adversity. Values like courage, discipline, focus and integrity can always be more deeply anchored into our way of being to increase our strength and resilience. Circle 2 or 3 values.

Then try them on for size. Imagine they are like wearing a new hat or pair of shoes. They might feel a little different from the old hat and shoes, but with some getting used to, they will begin moulding themselves to become part of you.

These three suggestions will help you build a relationship with your new values:

1. Speak the value out loud, and proceed this with the two most powerful words in the dictionary. I am. Start saying to yourself and other people I am (insert your value).
2. When you are feeling blocked or fearful, ask yourself 'what would (insert your value) do right now?'
3. Think about somebody you know, who embodies your emerging value, and ask yourself how you can become more like her or him. Even better is to ask them if they will mentor you. Spending time with this person will often help their positive attributes rub off on you.

The values map is given freely to help you learn whatever you needed to in your life right now. Hopefully you gained benefit from it. It is the first tool in a 10-week program, called manifestor. If you want to carry on this learning journey, you can get 9 more tools emailed to you. To find out more about the program and how our social learning gym works, visit www.manifestor.tv today. Play life bigger.

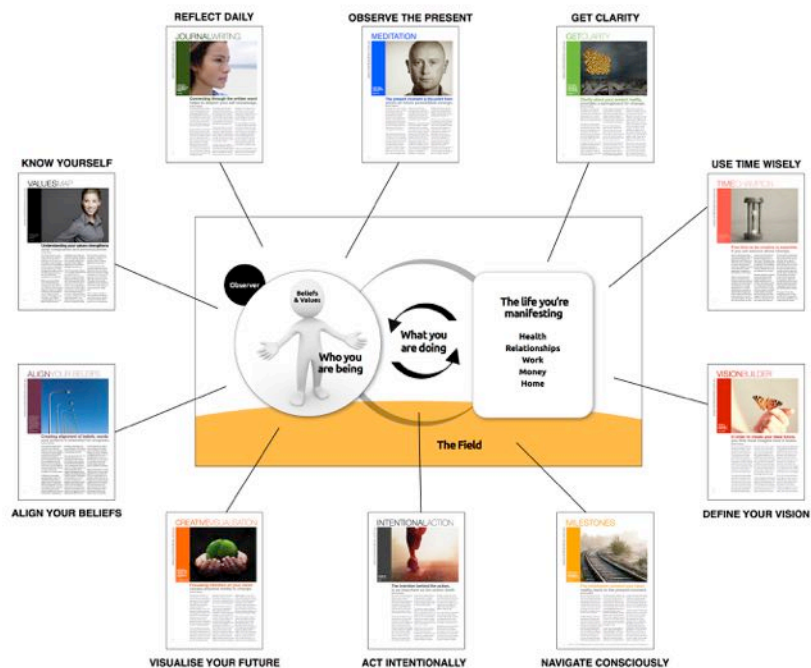
How do we evolve?
Honour emerging
potentials.

Nick Freedman from
TEDx Manly talk
'10 questions I asked
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Honour emerging
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How do
we evolve?

Your Manifestor Journey



Manifestor helps you play life bigger, by teaching you the skills needed to turn the vision of your ideal life into a physical manifest reality. This tool is one of 10, that makes up the complete learning journey.



Social Learning Gym



If you like to study in a social environment with others, the social learning gym is worth exploring. Spanning across 4 weeks, you'll join other manifestors in a weekly online workshop, as well as getting 1-to-1 mentoring from Nick. You can join the public program, or book Nick directly to facilitate a learning gym for you and 8-10 of your friends, (you find a venue, then we work together with our video technology).

Visit www.manifestor.tv or email clarity@nickfreedman.com.au to find out more.

About Nick Freedman

Since 2002, Nick Freedman has been designing and facilitating programs which have helped 1000s to transform their lives and businesses from the inside out. His clients include organisations like Salesforce, Yahoo, Westpac, AoL, Ronald McDonald House & Coca-Cola, as well as 100s of SMEs & not for-profits.

To gain more insight into Nick and the inspiration behind why he built the manifestor program, watch his TEDx talk "10 questions I asked the ocean" at www.nickfreedman.com.au

