



SCIENCE2  
WELLBEING

FREE  
BOOKLET

# Values2Wellbeing™

A new concept to determine your true life values



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**Hi, I'm Senka.**

For as long as I can remember, I have been fascinated by the biochemical connection between our minds and bodies. What began as a youthful curiosity grew into a life-long drive to understand how the

connection works. When I did my first research project for a school chemistry competition, I fell in love with the scientific method of proving or disproving a theory. At age fourteen, while I didn't know what specific branch of science I would follow, I knew I would spend my life researching and learning about the wonderfully complex elements that make up a human being.

Soon after earning my PhD at the Department of Cardiology of the Medical University of Graz, Austria, I moved to the University of California, Davis, USA, where I enjoyed further working in the field of heart physiology. While living in California, I pursued my parallel interest in how the mind and body affect each other, by completing two more programs – *Professional Coaching for Life and Work*, at the UC Davis Extension, and *The Science of Happiness*, at UC Berkeley. These courses, together with encouragement from friends, were the impetus for sharing empirical findings that have helped me create a state of satisfaction that weathers the ups and downs of life in a constantly changing world.

**As I present concepts I've learned through research in a readable, easy-to-understand way, my goal is to inspire you**

**– to use science to feel good!**

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# Living a life true to ourselves

Numerous scientific studies have shown that living a life true to ourselves and having harmonious intimate relationships are two strong determining factors in our happiness and wellbeing. Almost everything we do is motivated by desires to feel good and to surround ourselves with people we trust. We want to share the happy moments and support each other through the dark times. We treasure memories of connection, of giving and receiving love.

But too often, the ways we invest our time and energy don't align with our desires for harmony in life and relationships. As a result, instead of the joy, integrity, and empowerment we want to feel, important areas of our lives can be rather flat or even an energy drain that stifles our authentic selves and causes us to view life through a negative lens.

**Why, despite our sincere efforts, are we often unable to improve our wellbeing and relationships at their core?**

The problem is not that others don't understand us, nor is it that we don't understand our partner, boss, parents, children or friends. The problem is that we don't understand ourselves well enough.



# Two million-dollar questions

To begin your self-check-in, ask yourself these two million-dollar questions: First, why do I want to be what I want to be? Next, why do I want to have what I want to have? These questions might seem simplistic, but you'll find there are hidden layers in the answers.

Why do I want to be what I want to be?  
Why do I want to have what I want to have?

The major ingredient in the “material” we are made of, which determines why we want to be or have certain things, is our value system. Our thoughts, opinions, and habits reflect our values, which shape our personalities and the connections we may or may not form with others. Once we are aware of our values, we can understand our thoughts, emotions, and actions – and ultimately, bring our lives into alignment with our values. This approach may sound easy, but our values systems are more complex than we realize.

## What is a value?

In scientific literature, the word value is defined as a desirable goal that serves as a guiding principle in one's life and defines one's assessment of behavior, events, others and ourselves.

I would define it simply as your perception of what matters most in life – something you feel driven to attain. When your life is in harmony with your values, you feel connected, excited, motivated, and peaceful. Unfortunately, given the lightning pace of today's world, we rarely have time to stop and think about what our values are. And if we receive a conventional education, we learn only very little about the properties of “our material” and how we can nurture it to foster wellbeing.

Each of us has a unique value system. Matching or compatible value systems result in strong interpersonal connections. Conflicting values, on the other hand, hinder a functional relationship. That's why it's so important to deeply understand our own “properties.”



# Values2Wellbeing™ Concept

The Values2Wellbeing™ is a science-based tool created to help you understand what “material” you are made of. It will give you the key to creating functional connections and raising your level of satisfaction.

The first step is a classic value exercise. The list below contains over 75 words that represent values you might view as important ingredients of a happy, fulfilled life. Select 10 you believe are true for you.

Here are some tips:

- Don't skip over words! Take few seconds and 'try on' each value.
- If one of your most important values is not on the list, feel free to add your own.
- Although you probably have more than ten important values, limit your choices to the ten you consider your top priorities.
- Make this exercise effective by choosing the values you truly care about – not the ones you feel you should care about.

Accountability	Focus	Nature
Achievement	Freedom	Open-mindedness
Adventure	Fulfillment	Persistence
Ambition	Fun	Personal development
Appearance	Growth	Relationships
Authenticity	Happiness	Reputation
Authority	Hard work	Respect
Awareness	Health	Responsibility
Balance	Helping others	Risk taking
Belonging	Honesty	Security
Career	Humbleness	Self-expression
Collaboration	Humor	Self-respect
Conformity	Improving society	Social recognition
Contribution	Individualism	Standing up for beliefs
Creativity	Inner piece	Status
Culture	Integrity	Success
Curiosity	Intelligence	Superiority
Education	Joy	Talent
Effectiveness	Kindness	Teaching
Energy	Leadership	Team work
Environment	Learning	Tolerance
Equality	Love	Tranquility
Excellence	Loyalty	Trust
Expertise	Modesty	Truthfulness
Fairness	Money	Wealth
Family	Motivation	Well-Being
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## My Top 10

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*Now look at your  
“Top 10” values.  
This is your material!  
Are you smiling?  
...you are totally smiling!*

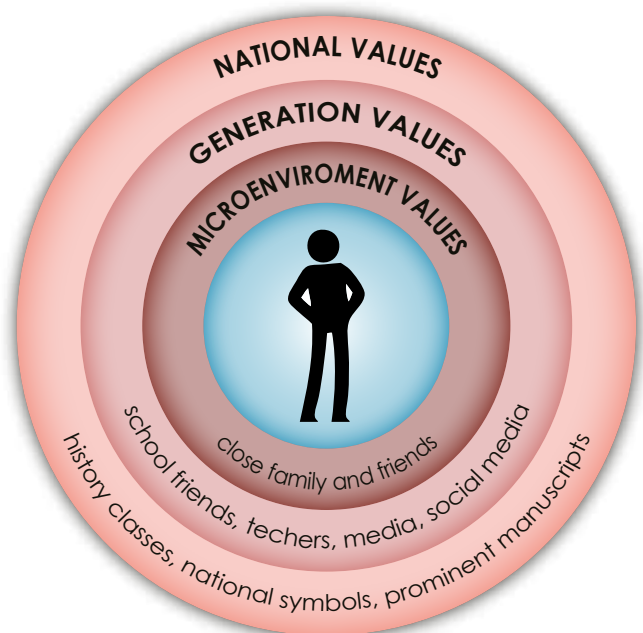
Years of research have shown that when our work, daily actions, and close relationships align with our values, we experience a substantial amount of joy and fulfillment. It follows that bringing more happiness to our life should be a fairly simple matter of identifying our values and then each day, consciously acting in ways that honor those values. So why do most people find that difficult?

To answer the question, we need to dig deeper in our value system. This is where the Values2Wellbeing concept comes into play.

When I began to study people’s value systems, I quickly observed that we hold two completely different sets of values. Previous research suggested that the main difference in value sets is either their content or the role they play in our life. The first division separates intrinsic (oriented to satisfy our basic psychological needs for autonomy, relatedness, competence and growth) from extrinsic values (focused on obtaining positive evaluation of others). In my own work, I observed that the major difference between intrinsic and extrinsic value clusters is where they originated. I term intrinsic values “core values,” and I describe extrinsic values as “acquired values.”



CORE values



ACQUIRED values

Our **core values** are what we truly are. In a sense, they are our psychological DNA. Our inherent values and guiding principles have always been and will always be a part of us. When our thoughts and actions align with our core values, we are at our best.

**Acquired values** are what we have been taught and have accepted is most important for doing well in life. Deeply held acquired values come over a lifetime from various sources – parents/guardians, friends, schools, work, language, movies, music and literature; technology, and business, to name a few. The values reflected in the world around us tell what is beautiful, desirable, and even “correct.” You have probably observed that during your lifetime, standards for acceptable thinking and behavior have shifted – and you might have noticed yourself being pulled along with trends you don’t necessarily agree with.

We need to be aware of how strongly our thoughts, emotions, and decisions are influenced by both our core and acquired value systems. Unless we consciously evaluate and choose which values to respond to, we tend to favor our acquired values, swimming or sinking in a river of daily demands, reacting to what seems most pressing or what seems to offer the quickest gratification.

But here’s the problem: Because acquired values don’t reflect what innately matters most to us, efforts driven by them bring us only short spikes of satisfaction. People who invest heavily in their acquired values while ignoring their core values often find themselves physically and emotionally exhausted, and hungry for meaning, purpose, and genuine fulfillment.



# Why should you know your values?

You should take the time to examine your value systems for several reasons:

**We gain lasting satisfaction only when our daily life aligns with our core values.**

From the moment we are born, our surroundings teach us what we should care about. We start acquiring external values before our core values are fully developed. As we mature, acquired values blend so thoroughly with our inherent core values that we can't readily distinguish between the two. By the time we reach young adulthood, we may have unknowingly set a course for a destination far from what we really want. Once we get what our surrounding value, we experience only short spikes of happiness. Encouraged by this short boost, we decide that for longer-lasting satisfaction, what we need is more of the same thing.

We are unique. Poles apart things and experiences might make *us* happy. Advices from our surrounding may also be outdated and might not work in our times. But it may take us years or even decades (or a life time in most extreme cases!) to learn that certain things that were promised to us to bring happiness in the same package might never bring us lasting satisfaction.

**Values can be interpreted differently. That makes clear communication challenging.**

When I say the word *chair*, you think of a piece of furniture designed for a person to sit on. Talking about chairs and other concrete objects is not difficult. But if I say the word *kindness*, an intangible concept, communication can be challenging. Each of us probably has a unique idea of what kindness looks like. The same applies to virtually any value. For example, coworkers might have different expectations around the value of fairness. Spouses might differ sharply over what sharing means. When we try to impose our ideas about exactly how a value should be expressed, we risk a "value clash" that can jeopardize relationships.





## Acquired values may be out of date

Sometimes values that were dominant in other times and circumstances become liabilities in the present. For instance, during the American Great Depression of the 1930s, earning and saving money was so critical to the survival of individuals and families that many who grew up during that era internalized the message that financial security supersedes all other values. But in the decades since the Depression Era, it became obvious that accumulating wealth cannot, in and of itself, ensure lasting happiness.

## Acquired values compete with our core values

Because our time and energy are finite resources, we must constantly choose between core and acquired values. Acquired values are, at least at first, less compelling than core values. But as we habitually listen to and act on external voices, they grow increasingly powerful until they become our mental default. You may recognize the phenomenon as mind chatter, the inner judge, the monkey mind, or the saboteur. For example, while your core values might drive you to improve certain leadership skills, your mind defaults to messages like “You’re out of your league,” “Who do you think you are,” or “You will look ridiculous.”

**When we feel genuinely passionate about something, we are engaged by one of our core values. When we worry too much that we’ll fail or look ridiculous, our acquired value system is activated.**

Now, I don’t mean to suggest that following our acquired values is *always* the wrong course, but if we habitually pursue goals driven by our acquired values we will find ourselves detaching from what really matters to us. We will spend too much time and energy on competitive instincts coming from the voice of our acquired values and we’ll feel the need to “one-up” our friends, siblings, or peers. In such situation, we may all be sacrificing important values in a competitive race, neither one of us even wants to be in. So how do we change a pattern of following values that are perhaps outdated or contrary to our core values? In *Science2Wellbeing* we strongly believe that we need to learn to pay attention to how, why and what is truly important to *us*, before we do things. Over time, we’ll develop new default ways of living that bring us long-term happiness. Our team would be privileged to share the know-how and assist you in the process!

# Training and Seminars

## **Dear Reader,**

Thank you for taking the time to read this booklet! I hope the Values2Wellbeing Concept can help you start focusing on what truly matters to you. I know this is not easy. I know it requires effort and dedication to dismantle the complex belief structure you've been building since you came into this world.

I was programmed by my surroundings to strive for first place. I was still in kindergarten when I won my first medal in a drawing competition organized by a local dental office (please don't laugh). My kindergarten teacher proudly announced to the class that my work was "the best among 156 drawings." The wave of approval I got from my parents, teachers, and friends was overwhelming – but their attention was focused on my winning, not on my talent or creativity. Kids asked to see my medal, not my drawing. My young mind absorbed the notion that there is something inherently desirable about winning. I acquired a new value.

I was in my mid-twenties before I began to control my success rather than allow success to control me. Although it wasn't a quick nor an easy process, the journey of understanding my value systems is one of the most inspirational journeys I've ever taken, one that has changed my life in ways that are hard to adequately describe.

I invite you to join me on this journey. Once your core and acquired values start cooperating, your actions will no longer be entries on a to-do list, but expressions of your inner convictions. Scientific evidence shows that aligning yourself with values that make your heart happy – instead of values that make you look good – is ultimately the only way to improve your relationships and overall wellbeing.

While decoding your value system is a straightforward process, it does require intense self-questioning and reflecting. To help you get started, I have designed workshops and lectures that teach the Values2Wellbeing Concept in detail. I hope to meet you there!

**It's time to feel good!**

*Senka*

# On-demand seminar

*An introductory lecture detailing the Values2Wellbeing™ concept and its impact on our life satisfaction*



# Values2Wellbeing™ Certificate Program



*The Values2Wellbeing™ Program is an award-winning coaching method developed by high-profile scientists and coaches to increase life satisfaction and reduce detrimental stress through life-values alignment.*

## WHY JOIN THE PROGRAM?

- ✓ *You will have continuous support and access to the powerful tools that only Values2Wellbeing™-certified coaches can use with your own clients, starting with their first session.*
- ✓ *You will receive a strong background in the newest wellbeing research summarized in concepts and interventions that can be used in coaching.*
- ✓ *You will earn a total of **41 Continuing Education Units**, 26 Core Competency and 15 Resource Development you can use toward ICF certification renewal.*

*For more information on current training and seminars check [www.science2wellbeing.com](http://www.science2wellbeing.com)*



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