



SCIENCE2
WELLBEING

FREE
BOOKLET

Values2Wellbeing™

Award-winning, science-backed program for breakthrough coaching



Senka Holzer, PhD

Hi, we are Science2Wellbeing Team.



Laurie



Senka



Heidi



Steve

We are a team of MCC and PCC certified coaches, educators and scientists whose professional experience has shown us the power people have to take control of their health and happiness by changing their attitudes and habits. In our studies, we have worked with hundreds of bright, motivated, and committed achievers. What did they have in common? Despite investing enormous amounts of energy, they all felt worn down and stuck in a life out of balance.

Values and Wellbeing

Coming from our various disciplines, we found that the common factor among all these capable individuals was a disconnect from their own value systems. Most people are aware that we are more effective when we work toward goals based on our values. What few people understand and what became one of our first research hypothesis (and today one of our established theories) is that we operate on two different sets of values. First, **core values**, which are inherent and more or less permanent. Secondly—**acquired values**, which we absorb from our changing environment. The time, place, and circumstances in which we live exert powerful influences on our beliefs, goals, and daily interactions. The problem arises when our acquired values conflict with and overshadow our core values. Time and again, we saw that when our clients discovered and connected with their core values—perhaps for the first time ever—they gained not only a sense of peace, but also better health.

Our experiences led us to this hypothesis: *Systematic approach for identifying core vs. acquired values through coaching can play a critical role in helping clients improve their personal satisfaction, health and overall wellbeing.* The real impetus came when we decided to test our hypothesis by conducting an experimental study.

The Science

We first developed a flexible but consistent coaching process that helps clients identify and assess the prioritization of two different sets of values. Next, we created tools clients can choose to evaluate their satisfaction with the important areas of their lives, and then develop action plans. This completely new concept of core vs. acquired values, together with the systematic way we apply it, made all the difference for both, our coaches and their clients. The study won the 1st Place Research Award at the 2015 *Coaching in Leadership and Healthcare Conference*, organized by McLean Hospital's Institute of Coaching, and Harvard Medical School. Finally, we turned our scientific and empirical evidence into an innovative and dynamic coaching program, which is ICF approved and allows our coaches to earn a total of **41 Continuing Education Units!**



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Introduction

Values2Wellbeing™ is a science-based coaching method designed to help one enhance what matters most to them and increase overall life satisfaction.

Program Goal

To prepare you to guide others through the process of identifying, evaluating and choosing their personal values, and working with clients to implement these values into their lives.

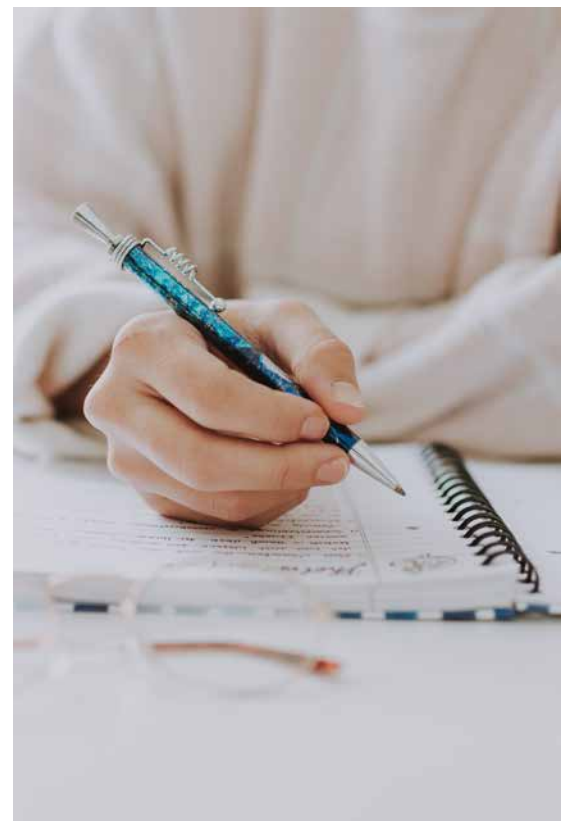
Specific Goals

You will learn to help your clients—

- Become conscious of their personal values, what really matters the most to them.
- Examine how they spend their time and resources, and identify any gaps between what they *say* and what you *do*.
- Distinguish between the two different sets of values we all have.
- Use the awareness and techniques they gain through coaching to increase their life satisfaction.

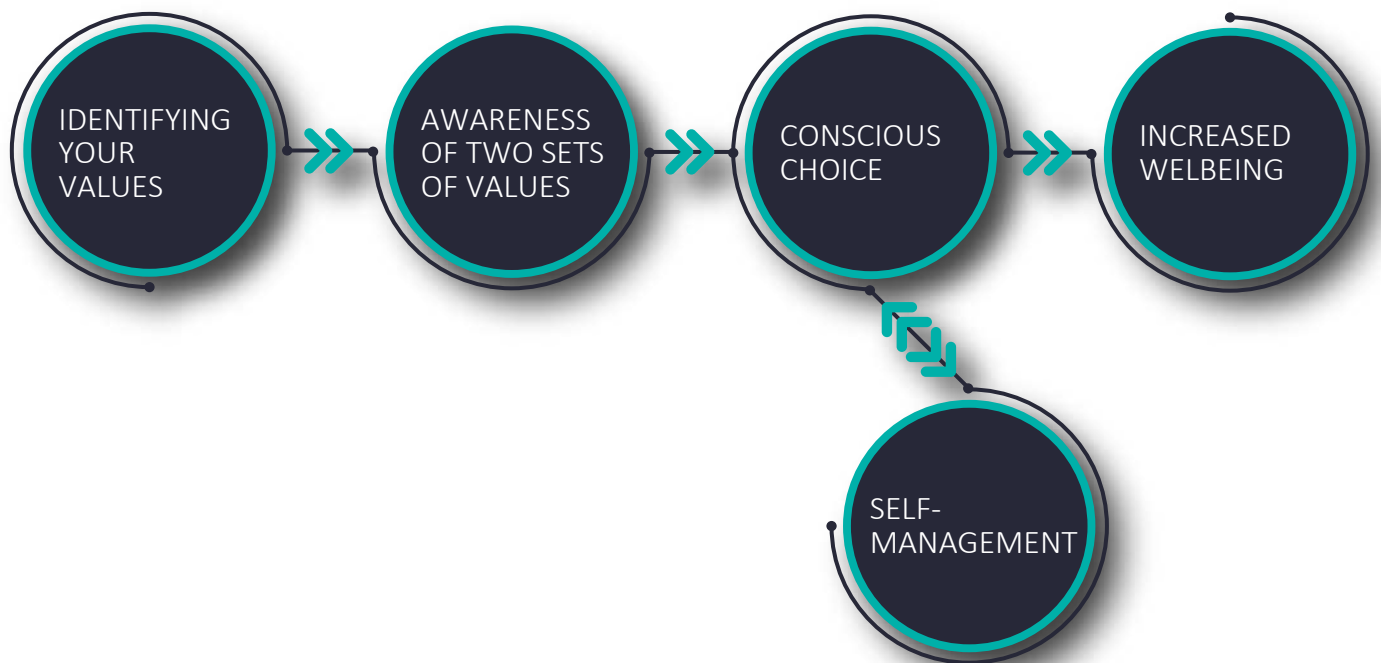
Program Overview

The Values2Wellbeing™ process consists of 3 parts and involves intense engagement with your client's past and present while also visualizing scenarios for the future. The full program takes approximately 6 to 12 hours of reflection, journaling and coaching time. You can also use parts of the Values2Wellbeing program to enhance the coaching you are already doing with your existing clients. Helping clients understand their core and acquired values, the impact of those values, and the way they manifest in the client's everyday life, gives you valuable information to help clients work through self-limiting beliefs, and internal roadblocks that were accumulating for years.



Basic Premise

In our quest for fulfillment, many of us learn along the way how important it is to align our choices with our life values. . . but if this were so easy, why are we still not at our best? We don't understand that we have two different sets of values, and these are dramatically different in their ability to bring us lasting satisfaction. We created Values2Wellbeing™ to help one identify and understand the complex structure of their value system to enable them to choose the ones that are serving them and let go of the others that are draining their energy.



Do-able Steps

While the program takes time and intense effort, the steps are entirely do-able:

- Become conscious of your values—what really drives your decisions and behaviors?
- Examine those values and your beliefs about them. Where do your values originate? Do the values and belief systems you developed early in life still serve you well now?
- Choose which values you want to keep, and set goals that reflect those consciously chosen values.

Improving Wellbeing

Helping them understand their psychological needs and values is a surefire way to help your clients feel good about themselves and every decision they make, from which T-shirt to buy, to where they want to live, which career they want to pursue, what to text back to their partner, or how to behave in times of large-scale crisis. And understanding and owning their decisions is a surefire way to better levels of wellbeing!

Part 1: Rhetoric-Reality Gap

Part 1 focuses on measuring client's rhetoric-reality gap. Rhetoric-reality gap is how we describe the discrepancy between the values we *say* we care about most and the values that actually *drive* our decisions and actions.

In contrast to *stated values*, uncovering the *driving values* may be a tricky process. It is important for your client to understand that there are no wrong answers except when they are not being totally honest. Their most honest answer is the best answer. Their ability to be vulnerable and honest is essential to maximize their results and help them grow! In Values2Wellbeing™ we use seven exercises—we like to call them “thought experiments”—to uncover different perspectives on clients’ life and work towards the ultimate goal of the Part 1: Helping clients measure their Rhetoric-Reality Gap.

Uncovering clients’ *stated* values is rather straightforward. We call it a “classic value exercise”. We offer our clients the list of values they might view as important ingredients of a happy, fulfilled life. All they need to do is to select 10 they believe are most true for them. To help clients uncover their *driving* values, the two of you will have to look at the values behind client’s reality: their goals, perceptions, shoulds, as well as the values others see they convey in their behavior.

Example Questions for Uncovering Clients’ Driving Values

- 1) What are your top 10 goals at the moment? Which values drive your goals?
- 2) What do you need to achieve/be/have in order to feel accomplished in life?
- 3) Describe a situation when you felt insecure, ashamed, or guilty.
- 4) Describe a situation when you felt genuinely successful.
- 5) Ask your kids or employees what your top values are.

What we *say* is most important.

Rhetoric-Reality
Gap

How we *act* in reality.

Part 2: Core vs. 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 life, standards for acceptable thinking and behavior have shifted—and you’ve been 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 values. 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.

Part 2 of Values2Wellbeing™ program is the central part of the coaching process. Here, your goal is to help your clients understand which of their stated and driving values are their core, and which are their acquired values. Again, we use seven thought experiments to uncover a different aspect of each value that clients identified as either their driving or stated value in Part 1. Now, Part 2 will unlock the values that bring the best out of your clients, as opposed to those that drain their energy and hold them back.

Although clients’ stated values will mostly reflect their core values, some acquired values are coded into our brains at such a fundamental level that they may also become part of our rhetoric.

On the other hand, what your clients identify as their driving values, will be—in most cases—a mixture of core and acquired values. The dominant system will depend on your clients' level of self-awareness.

For each identified value, ask your client to reflect how they feel about it. Bellow are some powerful questions that can help your client feel the difference between different value sets.

Example Questions for Differentiating Clients' Core vs. Acquired Values

- 1) Does pursuing this value come natural to you or does it drain your energy?
- 2) When you think of this value, is this something you can't help but be or do you have to put conscious efforts in pursuing the value?
- 3) When you think of pursuing this value, how does that make you feel? Lighter and more animated or drained, heavy, and constricted?
- 4) Think about how your family describes themselves. For example, "The Hernandez family is always hospitable," or "The Mabe's always persevere, no matter what." Do you see some overlaps to the values you identified as top stated or driving values?
- 5) Which of your accomplishments did your parents "brag" about? Do you see some overlaps here?

Coaching Tip: Your clients may feel disappointed by identifying that some really influential acquired values drive their reality. Make sure to explain that recognizing our acquired values is AMAZING, because it gives us the opportunity to choose. Sometimes they may still be serving us. Sometimes they are not. What's important is that learn how to make a conscious choice to embrace them or let them go! Once we take conscious control over the time and effort that we invest in acquired values, we will find enough time and energy for activities that support our core values—the ones more likely to provide greater life satisfaction, reduced stress, increased motivation for work, and more harmonious relationships.



Part 3: Expectation-Reality Gap

When external sources “teach” us what to value, they—without exception—promise an attractive reward if we follow their advice. Most commonly, we learn that we’ll achieve a “good” and “happy” life if we do certain things and avoid doing other things. We work hard at meeting values-driven goals and expect happiness as promised. But, as we all know, meeting goals doesn’t always produce the lasting happiness we expect.

This doesn’t mean that everyone and everything in the world is out to get us, feeding us false information in order to set us up for disappointment. Our parents, guardians, and teachers have only the best intentions when they transfer their values to us. But due to our unique “psychological DNA,” the promised results often fail to become realized. That rich feeling of inner worth is missing, creating the “expectation-reality gap.”

Senka’s research shows that we are more likely to experience an expectation-reality gap if our acquired values, rather than our core values, drive the goals we’ve set. If we’re chasing external values, even when we reach a goal—the university degree, the job, the award, the new house—the payoff is quite brief. But because this short boost of joy can be intense, our instincts tell us that for greater satisfaction and longer effect, we need to work harder to gain more of the same thing. Thus, we initially respond by going above and beyond. As we invest more and more time and energy pursuing a single value, we pay a high cost—not enough emotional bandwidth to support other values in our system. If prolonged, this scenario may result in extreme behaviors that can cause us to burn out or neglect others. When an Expectation-Reality gap gets too wide and we feel like chasing the rainbow, we might eventually reject the value completely. One of the most valuable tools in your clients’ *Best Life Toolbox* is finding the so-called “sweetspot”—place where their efforts optimally meet their fulfillment in terms of pursuing goals rooted in a single value.

Example Questions for Differentiating Clients’ Core vs. Acquired Values

- 1) When you think about mismatched of expected and experienced satisfaction, what is the first thing that comes to mind?
- 2) What goals of yours has shades of addiction (you can’t control when it’s enough)?

Make Your Coaching Stand Out

Dear Reader,

Thank you for taking the time to read this booklet!

We believe you recognize the Values2Wellbeing™ concept as an exciting, intuitive and logical tool that you can use to help your clients raise their levels of awareness and focus on what truly matters to them, all while being mindful of their three basic psychological needs. We know this process sounds simple, but we also know it's not easy. As much as we'd want to share the entire magic with you in a single booklet, we know it requires a great deal of training, practice and dedication to be able to effectively dismantle the complex belief structure one has been building since they came into this world.

To help you get started on this amazing journey, we have designed, thoroughly tested and continuously improved our 3-month Values2Wellbeing™ online program that you can now enjoy from the comfort of your home. We start a new cohort every March and September, and are registering student for the limited seats year-round.

We strive for excellence in all that we do. It's imperative that our programs and tools are ICF approved and that you get credits for them. Our commitment is to offer you the highest possible value for your training. Because we firmly stand behind the quality of our program, we offer you 100% satisfaction guarantee for 30-days. If, for any reason, you don't like our program, you can get a full refund anytime within 30 days in the training.

It's time for a breakthrough coaching experience!

Laurie, Senka, Heidi & Steve

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



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