



## Personal values survey - Schwartz and Boehnke (2004)

Following are 30 short descriptions. Please use the scale to describe how similar each description is to yourself:

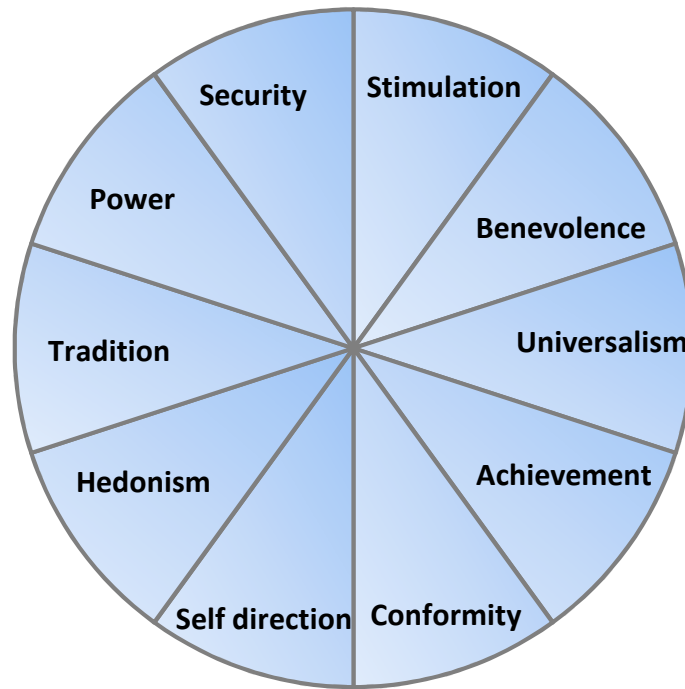
- |   |   |                               |
|---|---|-------------------------------|
| 5 | - | Exactly like me               |
| 4 | - | Somewhat like me              |
| 3 | - | Neither like me nor unlike me |
| 2 | - | Somewhat unlike me            |
| 1 | - | Does not describe me at all   |

1. I love to try new and exciting things \_\_\_\_\_
2. Helping others is the most important thing \_\_\_\_\_
3. I believe in fight for equality \_\_\_\_\_
4. It is important to be successful \_\_\_\_\_
5. I think it is important to follow the rules \_\_\_\_\_
6. I value my creativity and individuality \_\_\_\_\_
7. If it feels good, do it \_\_\_\_\_
8. Tradition is my foundation \_\_\_\_\_
9. I aspire to power \_\_\_\_\_
10. I like routine and dislike the unexpected \_\_\_\_\_
11. I usually do what others tell me \_\_\_\_\_
12. I like to stick up for the 'underdog' \_\_\_\_\_
13. I seek out pleasure in life \_\_\_\_\_
14. I like to tell others what to do \_\_\_\_\_
15. Caring for others is one of the most important things in life \_\_\_\_\_
16. I crave novelty \_\_\_\_\_
17. I hold to my core values no matter what \_\_\_\_\_
18. Rituals are important to me \_\_\_\_\_
19. Achieving my goals is one of the greatest joys in life \_\_\_\_\_
20. I crave a predictable life \_\_\_\_\_
21. I like to feel a rush \_\_\_\_\_
22. I enjoy being in charge of a situation \_\_\_\_\_
23. It helps me to know what to expect \_\_\_\_\_
24. The highest goal is in serving humanity \_\_\_\_\_
25. Doing things as they have always been done is more important than changing things \_\_\_\_\_
26. It is important for me to feel authentic to who I really am \_\_\_\_\_
27. It makes sense to seek out pleasure and avoid pain \_\_\_\_\_
28. All people are fundamentally equal \_\_\_\_\_
29. Things go more smoothly when people follow established rules \_\_\_\_\_
30. Getting what I want in life is among my most important values \_\_\_\_\_



**Scoring key:**

- Stimulation: 1, 16, 21 \_\_\_\_\_
- Benevolence: 2, 15, 24 \_\_\_\_\_
- Universalism: 3, 12, 28 \_\_\_\_\_
- Achievement: 4, 19, 30 \_\_\_\_\_
- Conformity: 5, 11, 29 \_\_\_\_\_
- Self-Direction: 6, 17, 26 \_\_\_\_\_
- Hedonism: 7, 13, 27 \_\_\_\_\_
- Tradition: 8, 18, 25 \_\_\_\_\_
- Power: 9, 14, 22 \_\_\_\_\_
- Security: 10, 20, 23 \_\_\_\_\_



## Definitions of the types of values

**Stimulation:** Excitement, novelty, and challenge in life (daring, a varied life, an exciting life)

**Benevolence:** Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible)

**Universalism:** Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature (equality, social justice, wisdom, broadminded, protecting the environment, unity with nature, a world of beauty)

**Achievement:** Personal success through demonstrating competence according to social standards (ambitious, successful, capable, influential)

**Conformity:** Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms (self-discipline, politeness, honoring parents and elders, obedience)

**Self-direction:** Independent thought and action—choosing, creating, exploring (creativity, freedom, independent, choosing own goals, curious)

**Hedonism:** Pleasure or sensuous gratification for oneself (pleasure, enjoying life, self-indulgent)

**Tradition:** Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide (devout, respect for tradition, humble, moderate)

**Power:** Social status and prestige, control or dominance over people and resources (authority, social power, wealth, preserving my public image)

**Security:** Safety, harmony, and stability of society, of relationships, and of self (family security, national security, social order, clean, reciprocation of favours)



**Some questions to consider:**

How have your values shifted or stayed the same across your adult life?

How accurate a reflection do you think this survey is of your values?

How do these values manifest in your daily life?

Where do you have reminders of these values in your daily life? Are they posted in the form of a mission statement or do you keep symbols of them in your office?