



*Chapter 1.2*

**Values**



## Aim

To acquaint the students with the importance values in an individual.

# Instructional Objectives

After completing this chapter, you should be able to:



Explain the role of values in life

Assess one's strengths, weaknesses, opportunities, and threats

Discuss the importance of self confidence and self-esteem

# Values

## (i) Introduction

- What do values mean to you?
- How important are they to you?



## (ii) What are values?

- core elements in your life that drive you forward on the road of morality
- elements that you accept as imperative to your life
- things against which you measure your decisions
- beliefs



### (iii) Source of values:

- Experience
- Life
- Religion
- Background
- Sense of self

## (a) Moral Values

Moral Values are individual standards of good and evil

- They shape character
- Our standards of good and bad
- Help in making the right decisions
- Helps improve interpersonal skills
- E.g.: altruism, respect, fairness, forgiveness, modesty, honesty, kindness, gentleness, loyalty, generosity, compassion.





## (b) Social Values

- represent the stability of a society
- they are the general rules of conduct
- they encourage social control
- they nurture respect for human dignity



## (c) Personal Values

- personal standards of beliefs and principles
- guide a person's life choices
- help us in decision making
- e.g.: honesty, perseverance, respect, etc.



## (v) Character

The six traits of character are:

1. Trustworthiness
2. Respect
3. Responsibility
4. Fairness
5. Caring
6. Citizenship





## Quiz / Assessment

1. They are utilized to measure your decisions

- a) Morals
- b) Beliefs
- c) Moral Scale
- d) Values

2. \_\_\_\_\_ bring stability in society.

- a) Morals
- b) Values
- c) Ethics
- d) Social values



## Quiz / Assessment

3. \_\_\_\_\_ is a trait of character.

- a) Punctuality
- b) Fairness
- c) Adaptability
- d) Whistleblowing

4. \_\_\_\_\_ is an important moral value.

- a) Pleasing people
- b) Forgiveness
- c) Maintaining peace
- d) Fighting injustice

# Self Analysis

## (i) Who Am I?

The journey to discovering who you are, why you are on this earth, what your purpose in life is, is truly a fascinating and compelling one.

‘Who Am I?’ is a life changing question.



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## (ii) Steps to Discovering Self

- Ask and acknowledge your unique purpose on the earth
  - Be honest
  - Find a companion for the journey of self discovery
  - Embrace change
  - Rejoice
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## (iii) SWOT Analysis

- A SWOT Analysis is a self assessment of one's Strengths, Weaknesses, Opportunities and Threats.
  - SWOT brings increased awareness of advantages and challenges.
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## (a) Doing a Personal SWOT:

Start by asking yourself questions for each of the four quadrants. Honesty is the prime ingredient for this analysis.

**Strengths:** These are skills and traits that set you apart from others. Some of the questions that you could consider here are:

- What are you good at naturally?
- What skills do you have that make you unique?
- What are your talents?
- How strong are your network/connections?
- What do others see as your strengths?

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**Weaknesses:** These are factors that you need to improve on and what could make you lag in your career. Some of the questions that you could consider here are:

- What are your negative traits/habits?
  - Do you need to educate yourself more in any areas?
  - What do other people see as your weakness?
  - What are you afraid of or what you avoid doing?
  - What is some of the negative feedback you have received?
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**Opportunities:** These are external factors that you align with your strengths and pave way for a promotion or a hidden opportunity. Some of the questions that you could consider here are:

- What is the trend in the job market?
  - How is your industry growing?
  - Is there a demand for the skill or trait you possess?
  - What are the biggest changes expected in business environment?
  - Have you received any feedback on what new services you could provide with your skills?
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**Threats:** Look at what could derail your career growth and includes external factors that could hurt your chances to attain your goals. Some of the questions that you could consider here are:

- Is the industry changing directions?
  - Is there strong competition for the job that you are currently doing?
  - Do your weaknesses inhibit you from growing?
  - What is the biggest external threat to your goals?
  - Are you unable to meet the expectation standards of your job?
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# SWOT Example

<b>S</b>	<b>Strengths</b> <ul style="list-style-type: none"><li>•<b>Organized:</b> I have the ability to use my time, energy, and resources in an effective way so that I can be successful.</li><li>•<b>Goal-oriented:</b> I work hard to achieve great results in the tasks that have been given to me, or that I have set for myself.</li><li>•<b>Critical Thinker:</b> I tend to always analyze, evaluate, and interpret information, and apply creative thought to form an argument, solve a problem, or reach a conclusion.</li></ul>	<b>W</b>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>•<b>Delegating:</b> I struggle with delegating tasks, especially when working on a project that I am responsible for.</li><li>•<b>Public Speaking:</b> It is sometimes a challenge for me to speak openly in front of a large audience.</li><li>•<b>Experience:</b> I have not had work experience in an actual accounting position.</li></ul>
<b>O</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>•Internship with a firm/company during my senior semester.</li><li>•Job with a firm/company after receiving my BBA in Accounting.</li><li>•Establishing my own accounting or auditing firm after receiving my MBA.</li></ul>	<b>T</b>	<b>Threats</b> <ul style="list-style-type: none"><li>•Failing my Fall semester classes, and not being eligible to graduate.</li><li>•Not being accepted into an internship or job position in the Accounting field, in which the experience is necessary for me to sit for the CPA exam.</li><li>•Not being accepted into the MBA program at UHD.</li></ul>

## 1.2.2.3 Attributes of Self

According to John T Chirban, the true self is believed to have seven intrinsic qualities of true self are:

- Spontaneity
- Reasoning
- Discernment
- Creativity
- Freewill
- Spirituality
- Love





## Quiz / Assessment

5) One of the ways to discover self is \_\_\_\_\_

- a) Stress management
- b) Time management
- c) Embrace change
- d) Ask “Who am I?”

6. One of the ways to find out your strengths is to ask yourself

- a) What am I good at naturally?
- b) What do I need to learn anew?
- c) What is the trend in the job market?
- d) How is my industry growing?





## Quiz / Assessment

7. An intrinsic quality of self is \_\_\_\_\_

- a) Selfishness
- b) Thinking
- c) Creativity
- d) Maturity

8. This quality helps one express oneself without inhibition.

- a) Love
- b) Spontaneity
- c) Creativity
- d) Freewill

# Self Confidence and Self Esteem

## (i) Self Confidence

- It is the trust one has in one's abilities, qualities, and judgment
- It is vital for success
- It is a positive trait



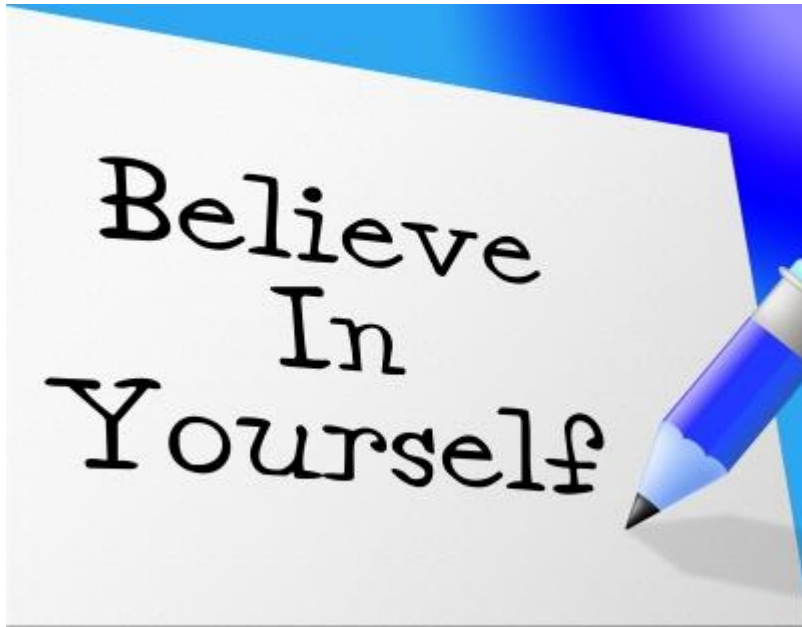
## (a) Characteristics of Self Confident People

- Do what they believe is right even in the face of criticism
- Are prepared to take risks
- Go the extra mile to achieve better
- Are not afraid to admit their mistakes
- Learn from their mistakes
- On achieving something they look forward to accolades/praise
- Graciously accept compliments

## (b) Ways to Improve Self Confidence:

- Avoid negativity
- Enhance your image
- Improve your body language
- Don't accept failure as final
- Gear up and be prepared
- Commit yourself to success

## (ii) Self Esteem



- Self esteem is the sum of the thoughts, feelings, and opinions one has about oneself.
- It is a subjective evaluation
- It can vary from time to time

## (i) Signs of low self esteem

Signs of low self esteem are:

- Being critical of self
- Ignoring accomplishments and focusing on the negative
- Making comparisons with others
- Rejecting compliments
- Negative self talk

## (ii) Ways to Build Self Esteem

- Focus on your strengths
- Build positivity
- Avoid comparisons
- Don't strive for perfection
- Do what makes you happy







## Quiz / Assessment

9. \_\_\_\_\_ is the trust one has in one's abilities.

- a) Self esteem
- b) Self confidence
- c) Self criticism
- d) Self love

10. Self confident people

- a) Are prepared to take risks
- b) Are critical of mistakes
- c) Always make the right decisions
- d) Are always right



## Quiz / Assessment

11. One of the ways to improve self confidence is to

- a) Strive for perfection
- b) Avoid negativity
- c) Blame others
- d) Avoid mistakes

12. One of the causes of low self esteem is \_\_\_\_\_

- a) Accepting praise
- b) Making comparisons
- c) Loneliness
- d) Negativity



## Activity

### Brief description of activity

#### **Offline Activity** (30 mins)

Students will fill out SWOT Template individually. Fill in at least 5 strengths, weaknesses, opportunities, and threats.



## Summary

- ✓ Values are the elements that you accept as imperative to the way you live and work.
- ✓ Values emerge from a variety of sources – religion, background, experience, circumstances, sense of self, beliefs, etc.
- ✓ The six traits of character are – Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship
- ✓ SWOT stands for Strengths, Weaknesses, Opportunities and Threats.
- ✓ Self Confidence is the trust one has in one's abilities, qualities, and judgment.
- ✓ Self esteem is the sum of the thoughts, feelings, and opinions one has about oneself.



## e-References

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## External Resources

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2. Tracy, B. *The Power of Self-Confidence (1st ed.)*.
3. Schiraldi, G. (2017). *10 Simple Solutions for Building Self Esteem (1st ed.)*.
4. gulla, a. (2017). *Creating Values in Life (1st ed.)*.

**THANK YOU**