

Discovering Client's Values

Peak Experience

Values are who we are. Values represent our unique and individual essence, our ultimate and most fulfilling form of expressing and relating. Our values serve as a compass pointing out what it means to be true to oneself. When we honor our values on a regular and consistent basis life is good, life is fulfilling.

In the Fulfillment Course, you will learn several ways to discover client's values. Here is one way to get you started as you begin working with clients.

1. Ask the client to identify special, peak moments when life was especially rewarding or poignant. It's important that the time frame be quite limited — as in the moment. This allows the client to be more specific.

“Get comfortable in your chair, close your eyes, and imagine a time in your life when life was sweet. A moment when life was particularly poignant and rewarding. Notice where you are. Who is with you? Notice the quality of the light. Notice the sights and sounds and smells. And when you are ready bring that experience back here with you and open your eyes.”
2. When the client has a specific moment in mind, start probing.

“What was happening? Who was present? Tell me about the experience.”
3. As the client is speaking listen underneath what they are saying for values. Acknowledge what you are hearing and keep probing, periodically testing words to see what the client responds to.

“That sounds like a huge win. It sounds like accomplishment is really important to you?” or
“What a special day. It sounds like you were honoring nature and enjoyed being connected.”
4. Listen for an energy hit with the client. You may hear a change in the client's tone of voice. You may sense a shift in their energy; the client may shift from simply reporting an experience to sounding alive and joyful. When you notice the shift — explore what is there that brought the shift.
5. Ask the client to expand on the each value.

“What words elaborate on your value of connection?”
6. Continue having the client look at peak moments, seeking experiences the client found particularly rich and fulfilling.

Remember that the words are just identifiers; the experience of being in touch with and honoring the value is what you want to create with your client.