



Discover. Act. Conquer.

## Session 1 - First Milestone: Defining the Value System

*"It's very important for people to know themselves and understand what their value system is, because if you don't know what your value system is, then you don't know what risks are worth taking and which ones are worth avoiding."*

—

Ben Carson

## Why the Value System?

The 'value system' is a term that many of us talk about quite often, but in many ways, it is misunderstood and even not well known individual by individual. People may talk about working or acting according to a 'set of values'. If asked to describe this 'set' specifically, most people will find it a tough exercise to be crystal clear. Why is this? Well firstly, we all have a lot of inherited values. They are given to us first by our parents at birth until school age, and then by teachers, coaches and the like.

Primarily, our conditioning is to act as we are told, rather than from within. This isn't entirely a bad thing, as many of these values help us get a start in this world. The problem becomes for many, just that, though – using this conditioning as a start, rather than an end.

Now, as you grow older, and become more curious of who you are, what guides you and matters to you most, it is very difficult to get intimate with these details if you do not clearly understand what has been guiding you to this very moment.

### The Exercise

We will take time today to get to know these existing values. Do not hold back, and do not judge them – they have brought you here! And, that is a good thing. They are also asking you to understand them more clearly, as many may have become obsolete, while others are surfacing and calling to you to engage with them. This can be complicated and confusing – often change itself is what stops us from evolving into our true selves from our conditioned selves: those that are what they are *meant to be*, versus those that are what they are *told to be*. This said, we want to focus on EXISTING VALUES and TRAITS, not desired values and traits; those will come later.

### Questions to Help Guide You:

- What mattered to you most? What one word guides you to believe this?
- What was it that you most desired? What word would describe this?
- Which character traits have helped you reach goals in the past?
- What one word would you use to describe your character? Now another word? And, one more?

**Dave's Example List:**

- *Tireless focus on being #1 at work*
- *Toughness – mental and physical*
- *Independence*
- *Strength and courage*
- *Image – portrayal to the world*
- *Drive to achieve things now*
- *Relentless discipline with diet and fitness*
- *Success → feeling of having to prove something to the world through title and achievement*
- *Willful*
- *Curious*
- *Kindness*
- *Heart*

Identity: Fighter

**YOUR TURN**

**Workspace – Describe Your Existing Values Below:**

- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

Identity You Were Working from:

**The System to Think About as We Wrap-up Describing Your Values**  
In Behavioral Psychology and NLP, everything starts with the identity and spans from there. We call this the Logical Levels:

**Identity – Who**  
**Beliefs – Why**  
**Capabilities – How**  
**Behaviors – What**  
**Environment – Where**

This week, we specifically focused on ‘Who’, and at different points of our journey, we will explore the other areas of this map and how they incorporate into your life. Together, we will evaluate whether or not this map is serving the identity you truly desire.

—

**Coming up Next Week...**  
Defining Motivation Types

### **This Week’s Assignment**

Be aware of when you are spurred into action to do something this week – it could literally be anything. I want you to focus on where this feeling is coming from, meaning, what part of your body sends you a strong signal to jump into doing this activity. Document 5 different events where you create action after thinking about the goal you are seeking to manifest. It could be as simple as eating breakfast, working out, going to bed, calling an old friend; and the part of your body informing you to do this. Good luck, and have fun!

*“Motivation is the feeling of your mind and body uniting to manifest thoughts into reality. Yes, it’s a feeling – the doing is ‘action’. Not doing is ‘inaction’; and the heartache you get from inaction is your motivation pushing back on this as it knows you at the depths of your being, and knows what’s best for you. You are informed by this feeling, and are in fact motivated; now choose action.”*

—

Dave Nelson