

Universal Values - self test

In 1992, psychologist Shalom H. Schwartz developed a broadly accepted value model consisting of 10 value types, arranged in two main dimensions:

- **Openness to change vs. preservation of the existing,**
- **Self-strengthening vs. self-overcoming.**

Extensive research in numerous countries confirmed the validity of this model across cultures. However, cultures may differ in their value priorities. Later, this model was extended and modified by Schwarz to include 9 additional values. However, this has also made it very complex. For the sake of clarity, the following questionnaire was based on the original model and extended by me with a scoring system in order to gain more differentiated results.

For each of the 10 universal values you will find five statements. Decide for each statement to what extent it applies to you. By the chosen method with the answer options between 1 ("does not apply at all") and 5 ("applies completely") a weighing takes place. The default value has been set to 3 for easier understanding how the calculation works.

1. Self-determination I want to think and act independently. I want to be able to decide for myself. I want to develop new ideas and be creative. I am free and independent. I do things in my own original way.	Sum:
2. Stimulation I like surprises. I am always on the lookout for new activities. Variety is important to me. I want adventure and take risks to get it. I want to have an exciting life.	Sum:
3. Hedonism I like to treat myself. I never miss an opportunity to have fun. It is important to me to do things that I enjoy. Enjoyment occupies an important place in my life. I want to enjoy with all my senses.	Sum:
4. Performance I want to show my abilities. I want to be admired by other people. It is important to me to be successful. I want my achievements to be recognized by others. Others appreciate my competence.	Sum:
5. Power I would like to lead other people to success. I would like to be rich. I would like to be respected by others. I am a rather dominant person. It does me good when others listen to me.	Sum: 15 3 3 3 3 3
6. Safety I want to live in a safe environment. I avoid anything that might jeopardize my safety. I feel good when others take care of my safety. A stable society is very important to me. To me, security means feeling safe.	Sum:

7. Confirmity

People should do what they are told.
It is important for me to behave correctly.
I follow given rules.
I usually avoid doing things that others may think are wrong.
A society only functions if social rules are followed by everyone.

Sum:

8. Tradition

Tradition is important to me.
I like to follow customs and traditions.
I like to be modest and reserved.
I usually try not to draw attention to myself.
Solidarity and community are important for a society.

Sum:

9. Humanism

It is important to me to care about the people around me.
I am always loyal to friends.
I stand up for people who are close to me.
Helpfulness and honesty are important to me.
I like to take responsibility for others.

Sum:

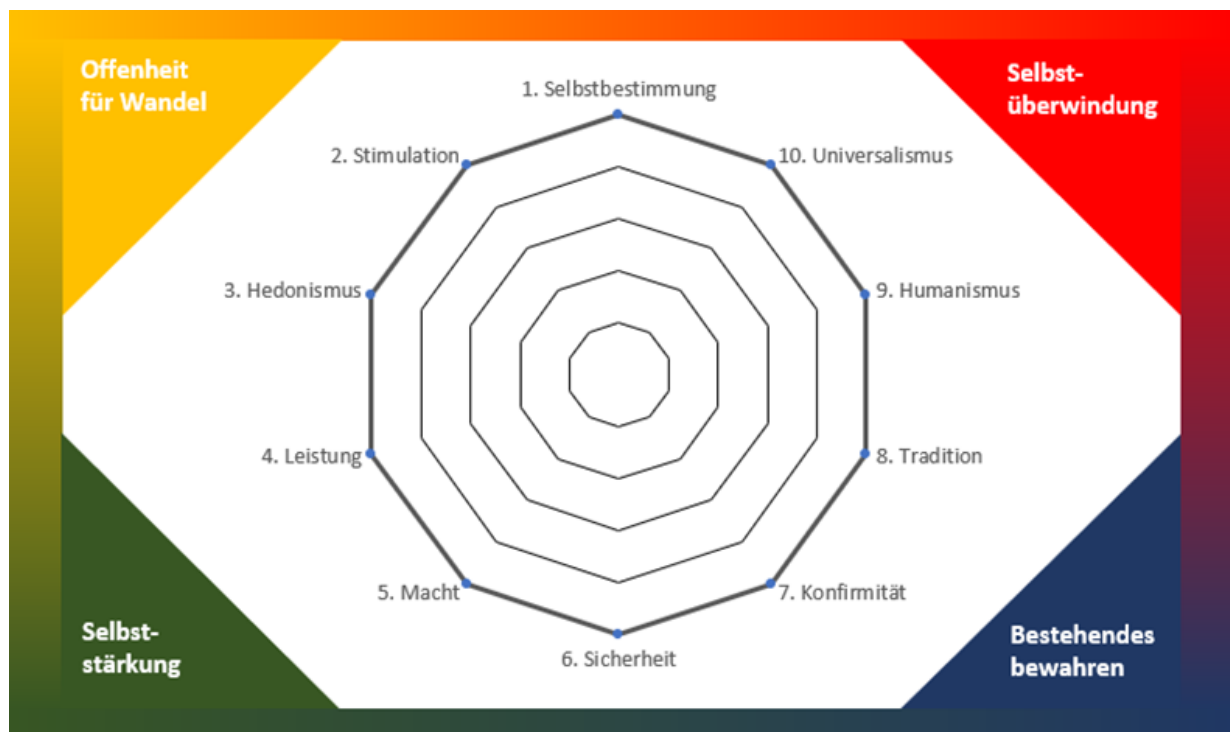
10. Universalism

It is important to me that all people are treated equally.
Every person should have the same opportunities.
Protecting the environment is the highest principle for me.
I like to listen to people who are different from me.
It is important to me to understand and respect the opinions of others.

Sum:

This questionnaire is based on the universal core values according to Shalom H. Schwartz. Source: ichraum.de

Now please transfer the sum per value type into the spider web diagram. In the center of the web the total number is 5 (i.e. the minimum score you can get) and the very outside reflects the maximum of 25 points. The rings in between are arranged in increments of 5. Just indicate for each value type the total number of points on the respective ring and then connect the 10 points with each other. The further the graph moves outwards, the more important the value type is for you.



The value types are defined as follows:

1. Self-determination: independent thinking and acting.

Values: freedom, creativity, independence, choosing one's own goals, curiosity, respect

2. Stimulation: desire for variety/stimulation in order to achieve an optimal level of activation

Values: living an exciting and varied life, "daring" to do so

3. Hedonism: pleasure and sensual satisfaction

Values: enjoyment, living life to the fullest

4. Achievement: personal success according to social standards

Values: ambition, influence, ability, success, intelligence, self-respect

5. Power: social status, dominance over people and resources

Values: social power and recognition, possessions, authority, "saving face" in the public eye

6. Security: security and stability of society, relationship and the own self

Values: National security, reciprocity of doing favors, family security and togetherness.

7. Conformity: suppression of acts and actions that hurt others

Values: obedience, self-discipline, politeness, honoring parents and elders

8. Tradition: respect and commitment to cultural or religious customs and ideas

Values: respect tradition, devotion, accept my "portion" in life, modesty, moderation

9. Humanism: preserving and promoting the welfare of close people

Values: Willingness to help, sense of responsibility, forgiveness, honesty, loyalty, faithfulness and friendship.

10. Universalism: understanding, tolerance and protection for the well-being of all people and nature

Values: equality, oneness with nature, wisdom, protection of the environment, social justice and peace.

Naturally, this analysis can only give a first insight into your personality profile and to explore your "inner compass" better.

A more comprehensive and holistic personality analysis offers the LINC Personality Profiler (LPP) from the LINC Institute Lüneburg (Germany), which I am happy to use at your request and depending on the coaching case (for more information please visit "[Tools and Technology](#)" on my website). The individual results of the LPP provide a well-founded view of your personality and thus become the starting point for my coaching individually tailored to your needs. I would be happy to provide you with a corresponding offer covering concrete key objectives, milestones and associated timelines. Just contact me via klare@businesscoachingonline.de or use the [contact form](#) on my website.