



Intrinsic Values

Know your values to give yourself a compass — at work and at home.

François Durnez — Founder, Intrinsic Performance



GOAL

Respect

Commitment

Freedom

Excellence

Peace

Connection

Growth

Your values ladder

1

1/ Why

Why our values truly matter.

2

2/ What — the ladder

What a lived, intrinsic value really is.

3

3/ How — the method

Identify your high values through the facts.

★ Exercise

4

4/ From word to action

Feeling and behavior: the value embodied.

★ Exercise

5

5/ Connect

Your values in daily life and at work.

★ Exercise

3 hands-on exercises — *more than half the time spent in practice.*



“People don’t buy what you do, they buy why you do it.” — S. Sinek



1

WHY

The purpose, the cause. What inspires and drives action.

2

HOW

The unique way of doing things — your values in action.

3

WHAT

The concrete acts, the visible results.

The parable of the stonecutters: the same gesture, a radically different meaning — only one is “building a cathedral.”



AT THE ORGANIZATIONAL LEVEL

Values there are often abstract and imposed, with no regard for individual values. A top-down rollout is then almost guaranteed to produce the opposite of what was intended.

Imposed values

→ **disengagement, indifference**
(instead of engagement)

→ It all starts with knowing and embodying your **individual values**.
Then actively connect them to the organization's, for calm alignment and consistent engagement

AT THE INDIVIDUAL LEVEL — three converging studies: it's not passion that matters, but its **alignment**.

84%

Harmonious passion

have a passion aligned with their identity
→ flow, vitality.

Vallerand, 2003

+60%

Grit — perseverance

more likely to endure the challenge, with high Grit. More predictive than IQ.

Duckworth, 2007

1 / 3

Calling

experience their work as a calling → far greater satisfaction.

Wrzesniewski, Yale



Two ancient disciplines: WHAT we value, and WHERE it leads us.

LIVED VALUES

AXIOLOGY — *the science of value*

“What has value for me?”

Distinguishes high values (lived as natural) from low ones (endured).

TELEOLOGY — *the science of purpose*

“Where do my values lead me?”

Reveals the direction, the goal (telos) — what sets us in motion.

STATED VALUES

Social idealisms to avoid — socially desired values (status, image...) but far from our real values → risk of misalignment.

GOAL

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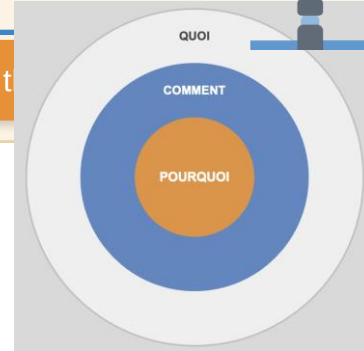
Connection

Growth

Social ideals to avoid



 **EXERCISE** — For each of the 6 dimensions, jot down 2-3 answers, working back from the What to t



Space

What fills your space?

What's visible at home, at the office, in private spaces

Photos, objects, books, tools, trophies...

What stands as an extension of yourself, physical and virtual



Money

Where do you invest your money?

We spend readily on what matters

We balk at paying for the rest

Your main investments and expenses — what do they represent?



Time

What do you spend the most time on?

At work, what kind of activities (meetings), even when imposed

In your personal life, your passions, what drives you in your activities

Your actual days reveal your priorities



Energy

What gives you energy?

What energizes you, restores your energy, even when you're tired

What engages your body, lights up your eyes

★ Also reveals others' values



Thoughts

Where do your dominant thoughts go?

Your recurring thoughts, not daydreams

What you visualize and gradually bring to life

Your most frequent inner dialogue



Conversations

What topics do you bring up spontaneously?

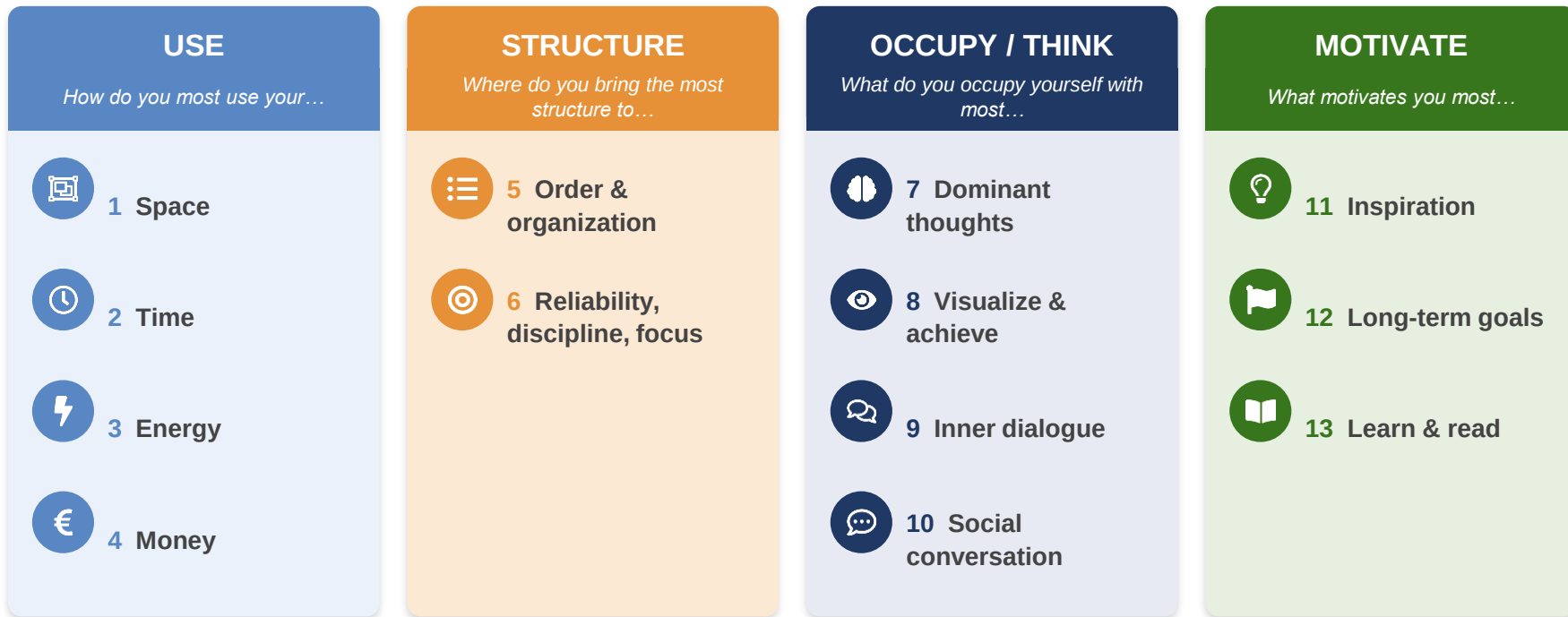
The topics you love to discuss — what do they represent?

What you talk about without being prompted

★ Also reveals others' values



The 6-dimension method, often sufficient, is the short version of this complete 13-dimension model



Source: J. Demartini, *The Values Factor* (2013) — a detailed, in-depth approach.



1



Observe

Re-read your answers across the 6 dimensions, without filtering or judging yourself.

2



Group

Spot the repetitions. An answer that stirs a physical reaction = a high value.

3



Anchor

Give each of your 2-3 high values an image that truly speaks to you.

By the end of this step, you hold your 3 high values. They are your compass for what comes next.

Values: 4/ From word to action: A value without a verb stays a word



The NOUN

Brain · the word

“Respect,” “Excellence”... stays mental, abstract.



The FEELING

Heart · the image

A photo, a metaphor: “it resonates, it speaks to me.”



The VERB

Body · the action

“Listen before speaking.”
Measurable, something you can hold to.

We read the body and the voice first — not the words (Mehrabian):

55%

Non-verbal (the body)

38%

Para-verbal (the voice)

7%

Verbal (the words)



SENTIMENT (IMAGE)

le **RESSENTI** — ce que je vis (Cœur)

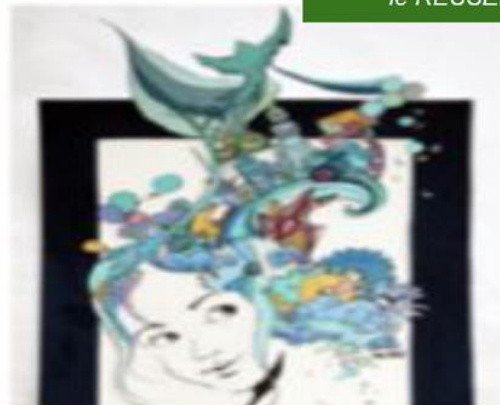


Every idea counts
independent from
hierarchy

Everyone can ask
questions



No blaming
— we do not
blame each other



VALEUR (MOT)

le **NOM** — ce qui le résume (Cerveau)

Créativité → quand
l'intuition permet de construire
au-delà des connaissances, et
apporte de nouvelles idées



COMPORTEMENT (ACTION)

le **VERBE** — ce que je fais (Corps)

Values: 4/ From word to action: **From word to gesture** : three examples



 **EXERCISE** — For each of your values: state the noun, the image (feeling), then the action verb.

VALUE (the word)	FEELING (the image)	BEHAVIOR (the verb)
Commitment	"I've accomplished my mission" (a summit)	Never go back on a commitment made
Excellence	"I move the world forward" (momentum)	Always improve, aim for quality
Connection	"We're having a good time" (a shared moment)	Create warm moments, dare to use humor

Test: "this verb — how do I do it when I'm at my best?"



Connecting your high values is the engine of motivation — across three areas:



1 · To tasks

A task becomes motivating when you connect it to a high value.

Connect the task to 1+ value(s)

... or delegate the task



2 · To the relationship (communication)

The quality of the relationship depends on your ability to connect YOUR high values to the OTHER person's high values.



3 · To the organization — main exercise

Feed your values by connecting them to the company's. The mechanism starts with YOU, not with an imposed rollout.

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 **EXERCISE** — Connect your high values to your organization's 3 values, then name the behaviors.

MY HIGH VALUES

- Respect
- Commitment
- Freedom

$$1 + 1 = 3$$

MY ORGANIZATION

- Caring
- Excellence
- Accountability

Example — connect one of my values to an organizational value, and name the behavior:

My high value	Organizational value	Behavior to put in place
Respect	Caring	Listen to everyone before deciding
Commitment	Excellence	Keep my commitments, aim for quality
Freedom	Accountability	Decide autonomously and own the consequences

The mechanism starts with YOU — the opposite of an imposed rollout. Now it's your turn: connect YOUR values to those of YOUR organization.

**1**

Your values are not what you say,

but what you live — time, money, energy.

2

Read them in your actions,

through the 6 dimensions, working back from the what to the why.

3

A value without a verb stays a word.

It's behavior that makes it visible and sustainable.

4

Motivation is connected, not forced:

connect your tasks to your high values.



STATED VALUES

- Drawn from a checklist, often socially expected.
- Reflect intention — not deep feeling.
- Weak link to actual behaviors.

“The road to hell is paved with good intentions.”

LIVED VALUES

- Observable in how you use space, time, money, and energy.
- Engage your physiology: emotions and actions, not just ideas.
- Generate lasting motivation, without reward or pressure.

“An authentic value isn't declared, it's lived.”

A key distinction from John Demartini — it underpins the entire method that follows.