

Guiding Values Origin

German psychologist Eduard Spranger identified six attitudes towards life in his 1928 book, *Types of Men: The Psychology and Ethics of Personality*. Gordon W. Allport and Philip E. Vernon developed a way to measure those attitudes in 1931, known as the *Study of Values*. All six attitudes/values are unconsciously present in our minds as instinctive ways of thinking about life. Spranger's values could also be described as "motivational interests". Each value motivates us to take purposeful actions in different ways. Spranger wrote that at times some values are emphasized over others and that values combine in complicated sets. One value — the First value — tends to be the strongest and combines with the Second value in what I call a guiding value blend, the complicated set Spranger described. Guiding values guide our most basic decisions in life. The other values have third, fourth, fifth, and sixth placement in our lives. These values have situational, split, negative, or neutral meaning to us. I added the split placement because of my own experiences with Usefulness passions.

Value passions are situational when they motivate us to take purposeful actions only in certain situations.

With split values, purposeful actions depend on task or people orientation. Split values will influence positive purposeful actions toward one orientation (people or task) and negative purposeful actions toward the other orientation. I don't know how many people have a split value.

Negative values have only negative meaning for us. At times we take purposeful actions against values we believe will have a negative effect on us or on people who are important to us.

Neutral values have neither positive nor negative meaning for us. We seldom take any purposeful actions for or against a value we see as neutral.

Spranger described the values as Theoretic, Economic, Aesthetic, Social, Political, and Religious. I describe them as Knowledge, Usefulness, Harmony, Helping, Position, and Belief. Other modern researchers use different words. If you search the Internet for "DISC behavior styles" you will find companies that produce individual reports on both DISC behavior styles and Spranger values/attitudes. I think I am the only researcher using Spranger's name. I took an attitude assessment before I read Spranger's book. I did not understand the Aesthetic attitude/value until I read Spranger's book. The information about the Aesthetic attitude in my assessment had very little meaning for me.

As far as I know, I am the only researcher who uses the word "passion" with Spranger values.

Spranger Value Ranking

My value ranking is:

First	Helping	Guiding value
Second	Knowledge	Guiding value
Third	Belief	Situational Value
Fourth	Harmony	Situational Value
Fifth	Usefulness	Split Value
Sixth	Position	Negative Value

While behavior style combinations have a High behavior style over a Secondary High behavior style (1/S), I write guiding value combinations with a plus sign, as in Helping + Knowledge.

When you rank your values, start with your guiding values. You should be able to identify them using the Quick Look below. Then think about the other values for a while – days, weeks, or months, if necessary. I learned about Spranger values from a company that told me I would have two guiding values, two situational values, one negative value, and one neutral value. Trying to rank my values according to their definitions, I ranked two of my values incorrectly. It took me years to stop thinking their way and start understanding how all of the values motivated actions in my life. You probably will have two guiding values. After that, you could have any combination of situational, split, negative and/or neutral values. Take your time to get it right.

For example, my guiding values are Helping + Knowledge. I buy books and magazines that I spend time reading for useful information. I put energy into finding connections between different pieces of useful information. I put more time and energy into writing blog posts and handouts and books so other people can use the connected information to create more success in their lives. I use words like “help” and “this information” and “I read” and “I heard” when I make decisions. I also talk about facts and situations and ideas I find fascinating and often talk about how those facts and situations and ideas make life better or worse for particular people.

Use the Guiding Values Quick Look to quickly identify your Guiding value blend. Use the worksheets on the following pages to help you identify and rank all of your values. If you take purposeful actions against a particular value, that value is negative. If you take no purposeful actions for or against a value principle, that value is neutral.

For many people, both their Third and Fourth values are situational. The Third value is stronger than the Fourth value. The Fourth value is stronger than the Fifth value. The Fifth value is stronger than the Sixth value.

Once you have figured out your value ranking, use My Passions on my website to satisfy your passions and spark more success for yourself. If we do not have the food and water we need to satisfy our hunger and thirst, we have difficulty sparking success. If we are unable to take actions that satisfy our value passions, we have difficulty sparking success. Just as you would make a point of satisfying your hunger and thirst needs, make a point of satisfying your guiding value passions. You will be most successful if you satisfy your guiding value passions in ways that are respectful to the value passions of other people.

Ranking Values For Other People

You will probably not be able to rank all of the six values for most of the people in your life, if any. DISC behavior styles are observable on the outside in the way people walk, talk, and go about the business of their lives. Spranger value passions are on the inside. If you want to know value ranking for other people, you will probably have to ask them to rank their own values. They will need time to think about how the passions of each value motivate their purposeful actions. You should, however, be able to identify their guiding values because people make daily decisions based on their guiding values. You can identify your own and other people's Guiding values in two ways:

Guiding Value Quick Look link on my website

Verbal Clues & Words With Wallop page on my website

Use the information in Our Passions to tell the people in your life how to communicate with you in ways that satisfy your value passions.

In a close relationship, use Comparing Passions to understand your relationship better.

Satisfying guiding value passions can be difficult when someone else's guiding values are opposite your guiding values. In those situations, provide *moments of passion* in small ways.

Satisfy the behavior style needs of other people only in the ways that leave you feeling safe and respected.

Do not allow other people to manipulate you into questionable actions.

Satisfy the value passion of other people for their sake, not for your sake.

Never assume that you can change the guiding values of another person.

Use the following worksheets to help you determine the placement of the other values in your life. Record them on the last page.

Spranger Value Ranking

Knowledge

Principle of Adequate Reason

Using evidence, results, and patterns to explain reality

Time _____

Money _____

Energy _____

Verbal clues about decisions _____

Spranger Value Ranking

Usefulness

Principle of Least Action

Getting the greatest return from the least amount of time, money, and energy

Time _____

Money _____

Energy _____

Verbal clues about decisions _____

Spranger Value Ranking

Harmony

Principle of Form

Creating inner harmony with fulfilling experiences

Time _____

Money _____

Energy _____

Verbal clues about decisions _____

Spranger Value Ranking

Belief

Principle of Moral Consciousness

Living a moral consciousness that gives meaning to all of life

Time _____

Money _____

Energy _____

Verbal clues about decisions _____

Spranger Value Ranking

Helping
Principle of Loyalty
Helping others improve their lives

Time _____

Money _____

Energy _____

Verbal clues about decisions _____

Spranger Value Ranking

Position

Principle of Will and Consistency
Improving position and status in life

Time _____

Money _____

Energy _____

Verbal clues about decisions _____

Spranger Value Ranking

Follow the example for my Spranger value ranking on page 2.

	Spranger Value	Ranking
First	_____	_____
Second	_____	_____
Third	_____	_____
Fourth	_____	_____
Fifth	_____	_____
Sixth	_____	_____