

Value Differences between people will impact effective communications and persuasion. Strong value differences can also make it difficult to work well together. Because values are usually deeply held beliefs, it is difficult to negotiate or change values through persuasive arguments. When people disagree not only about the content of a topic but also about the method of dispute management, this is another problem. This is why becoming aware of your core values (and the values of others), can avoid extra communications problems.

Core Values

Value	Always important	Often Important	Sometimes Important	Not Important
Achievement				
Beauty				
Belonging				
Intimacy				
Contributing				
Environmental Awareness				
Mutuality				
Service				
Authenticity				
Independence				
Influence				
Integrity				
Power				
Respect				
Responsibility				
Self Respect				
Spirituality				