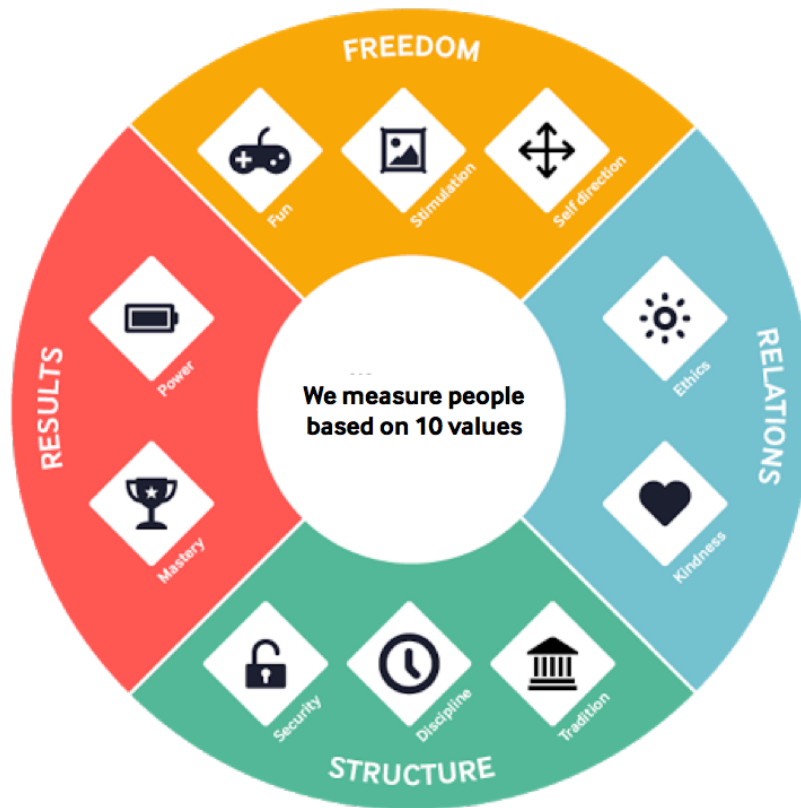


The Science behind Values by VisualDNA: What We Measure

Values are beliefs we hold about what is most important in life. The Values by VisualDNA assessment is based on the Schwartz Model of Universal Values, the best supported and most inclusive theory of values in psychological literature.



Value	Defining Goal	Connected Values
Self Direction	Independent thought and action – choosing, creating, exploring	creativity, curiosity, exploration, independence
Stimulation	Excitement, novelty, and challenge in life	variety, excitement, daring
Fun	Pleasure, fun, and having a good time	enjoying life
Mastery	Personal success and acknowledgment	achievement, success, ambition, capability, recognition
Power	Prestige and gaining control over people and resources	authority, wealth, social power
Security	Harmony and safety of society and of self	family security, national security, social order, clean health
Tradition	Honour for one’s customs and culture	moderation, humility, devotion, respect for tradition
Discipline	Respecting rules and responsibilities with others	self-discipline, politeness, honouring elders
Ethics	Understanding, appreciation and protection for the welfare of all people and nature	broadmindedness, social justice, equality, wisdom, protecting nature
Kindness	Taking care of and being there for one’s in-group (e.g. family, friends, team)	helpfulness, honesty, loyalty, dependability, caring, friendship