

Using the Values in Action (VIA) Survey of Character Strengths For Leadership Growth



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Objectives

- What is the Values in Action (VIA) Survey of Character Strengths?
- What's the Purpose of the VIA Survey?
- What are the Values in Action?
- Benefits of Debriefing the VIA Survey of Character Strengths with a Leadership Coach
- Steps to Create a Greater Sense of Purpose
- Questions to Consider
- Leveraging Your Staff's Values in Action
- Using your Values in Action to Develop & Communicate Your Personal Brand





What is the Values in Action (VIA) Survey of Character Strengths?

- The VIA Survey
 - Classifies positive human strengths
 - Helps respondents understand their own positive strengths
 - Created by Christopher Peterson and Martin Seligman (Positive Psychologists)
 - They examined current and ancient cultures for how people construe human virtue
 - They looked for virtues that were present across all cultures and time
- The book: Authentic Happiness by Martin Seligman, discusses use of the VIA Survey results





Values In Action Survey Purpose

*“Recent research shows that when you understand and activate your positive personality traits, you become **more resilient, manage stress better, and find greater fulfillment in life.**” – VIA Institute Character*

1. Learn about yourself and what fulfills and motivates you
2. Identify your *top 5* Values in Action and use them in your work (and other activities)
 - Increases your sense of gratification, fulfillment, and purpose (which ultimately increases happiness)
3. Learn which Values in Action are most closely associated with happiness and use them more (Gratitude, Hope, Curiosity, Ability to Love & Be Loved, Zest) to increase your happiness
 - Increases your level of happiness





Benefits of Using Character Strengths for Leadership Development

“... increasing happiness is not only an end unto itself; it also correlates with and may even help **create greater competence, resilience, access to personal as well as social resources, improved physical health**, and deeper connection to society and a sense of personal mission.” – *Martin Seligman, Authentic Happiness*

- All of which contribute to greater motivation, success, and ability to lead
- Unhappy leaders are de-motivating and de-energizing

*“Character strengths are connected with a myriad of positive outcomes, from **greater work engagement and positive work experiences** to more intimate relationships and greater achievement.” – Martin Seligman, Authentic Happiness*



Benefits of Debriefing the VIA Survey with a Leadership Coach

- Helps you develop greater understanding of yourself
- Helps you understand what's best in you
 - Builds self esteem
- Helps you build on your strengths
- Builds great success
- Supports achievement of your goals
- Improves your business and personal relationships
- Supports you in being a more authentic leader
- Increases your job satisfaction
- Decreases job burnout
- Increases happiness



What are the Values in Action?

- Six Core Virtues emerged from Peterson & Seligman's analysis:
 - Courage
 - Justice
 - Humanity (& Love)
 - Temperance
 - Transcendence
 - Wisdom (& Knowledge)
- The Six Core Virtues are broken down into:
 - 24 Character Strengths



Values in Action (Character Strengths)



Wisdom and Knowledge:

- Curiosity & Interest in the World
- Love of learning
- Judgment, Critical Thinking & Open-mindedness
- Creativity, Ingenuity & Originality
- Social intelligence
- Perspective Wisdom

Courage:

- Bravery & Valor
- Perseverance (Industry, Diligence & Perseverance)
- Honesty, Authenticity & Genuineness (Integrity)

Humanity and Love:

- Kindness & Generosity
- Capacity to Love & Be Loved

Justice:

- Citizenship, Teamwork & Loyalty
- Fairness
- Leadership

Temperance:

- Self-control & Self-regulation
- Caution, Prudence & Discretion
- Modesty & Humility

Transcendence:

- Appreciation of beauty
- Gratitude
- Hope, Optimism & Future-Mindedness
- Spirituality, Sense of Purpose & Faith
- Forgiveness & Mercy
- Humor & Playfulness
- Zest, Enthusiasm & Energy





Steps to Increase Fulfillment & Sense of Purpose

- Select which strengths to use more:
 - Top 5 Values (Strengths)
 - Validate them
 - Understand which strengths are most closely associated with happiness
 - Select which “happiness” strengths to use more
- Determine *where & when* to use these strengths more often:
 - Shape current work to use top 5 Values & happiness strengths
 - Identify where you currently use them
 - Identify new work that uses them
 - Delegate or modify tasks that don’t align with your Values in Action
 - Determine how to leverage your Values in Action in your leadership approach
 - Identify a career path that aligns with your top 5 Values in Action
 - Use your top 5 Values in Action to build your Personal Brand



5 Strengths Most Closely Correlated with Happiness

- Gratitude
- Curiosity & Interest in the World
- Zest, Enthusiasm & Energy (Vitality)
- Hope, Optimism & Future-Mindedness
- Capacity to Love & Be Love



VIA Survey of Character Strengths Results Are Not Static - Example

Results can change based on your efforts to use one more often:

2005	2014
Social Intelligence	Humor & Playfulness
Capacity to Love & Be Loved	Curiosity & Interest in the World
Curiosity & Interest in the World	Social Intelligence
Caution, Prudence & Discretion	Capacity to Love & Be Loved
Humor & Playfulness	Judgment, Critical Thinking & Open-Mindedness



VIA Survey of Character Strengths – Career Journey - Example

Jobs	Top 5 Values Not Used	Top 5 Values Used
Technical Editor	<i>Humor, Love, Social Intelligence</i>	Judgment & Critical Thinking-, Curiosity-
Technical Trainer		Humor-, Social Intelligence+, Curiosity+, Love-, Judgment & Critical Thinking+
Process Improvement Consultant	<i>Humor, Love</i>	Social Intelligence+, Curiosity+, Judgement & Critical Thinking+
Executive & Leadership Coaching		Social Intelligence++, Curiosity++, Love+, Humor+, Judgement & Critical Thinking+
President of Glacier Point Solutions		Social Intelligence++, Love+, Humor, Curiosity++, Judgment & Critical Thinking++



VIA Survey Result Validation Questions

- Do the top 5 seem like your strengths?
- Do you feel authentically you when you are exercising these strengths?
- Do you feel a sense of “flow” when utilizing each one of them?
- Do you want to select your 6th or 7th to replace the one that doesn’t induce a sense of flow for you.





Questions to Accelerate Leadership Growth

- How do you currently use your Values in Action?
- How can you utilize your Values in Action more in your work?
- How can you leverage your Values in Action in your Leadership approach?
- How can you leverage your strengths in areas where you currently aren't using them?
- What strengths might you build upon? How?
- What engages you most during the workday?
 - Does this task use your Values in Action?



How to Infuse Your Values in Action into Your Work and Leadership Approach

- Use your Values in Action:
 - To increase your focus
 - In decision-making
 - Select actions, projects, solutions
- Align with your Values in Action to become a more genuine leader





Understanding Your Staff's Values in Action

Have your team take the survey:

- Increases employee success
 - Increases employee engagement
 - Decreases employee turnover
 - Improves employee development process
 - Can help you assign work to those that will thrive doing it
 - Can help you develop your team
 - Can help you hire for diverse Values
- Coach or have your team coached on how to leverage their strengths
 - Leverage your knowledge of your employees' Values in Action to motivate them, help them succeed, and support change





Leverage Your Values in Action for Personal Branding

- Use your Values in Action to create an engaging personal narrative
- Communicate what your Values in Action are (at least some of them) in your Elevator Speech when networking
- Let your boss know what your Values in Action are
 - Seek responsibilities or projects that allow you to use your values
- Tell stories that exemplify your use of your Values in Action in projects, tasks, challenging situations, your leadership approach
- Use your Values in Action to differentiate yourself from other leaders
 - Especially those who may seek the same positions within your company
- Use your Values in Action to:
 - Influence others
 - Increase your credibility
 - Create deeper connection with your peers, boss, and team members



Leverage Your Values in Action for Personal Branding

- Use your Values in Action as a framework for:
 - Writing your LinkedIn Summary
 - Writing content for your blog or website
 - Writing content for videos
 - Creating consistency across your communication
- Use your Values in Action to help you:
 - Live your Personal Brand
 - Show your unique value
- Align your appearance with your Values in Action





VIA Survey Uses for Coaching Your Personal Side

- Create more happiness and success by identifying ways to use Values in Action in:
 - Work
 - Hobbies
 - Volunteer work
 - Life activities
- Build self esteem
- Improve relationships through sharing Values in Action
- Determine how to split responsibilities with life partner
- [Exercises to Increase Happiness \(Gratitude\)](#)





Take the VIA Survey of Character Strengths

- Take the Survey:
 - Online Survey: Need to create a User ID & Password
 - On the Authentic Happiness Website (Free)
 - There are other inventories and surveys on this webpage, ensure you choose the VIA Survey
 - 240 Questions – approx. ½ hour to complete





Resources

- Take the Survey:
 - On the Authentic Happiness Website (Free)
 - There are other inventories and surveys on this webpage
 - Adult and Children's version
 - VIA Institute on Character
- Sources of Information
 - Authentic Happiness book by Martin Seligman (Positive Psychologist), 2004
 - Many Positive Psychology & Happiness Based on his work
 - Authentic Happiness Website
 - The VIA Survey: 7 Ways to Recognize Your Strengths and Act on Them
 - *Psychology Today Blog: VIA Survey or StrengthsFinder? By Ryan Niemiec*
- Exercises to Increase Happiness from Glacier Point Solutions





Summary

- The Values in Action Survey is a useful tool for leadership development
 - The Benefits of Debriefing the VIA Survey With Leaders
 - What are the Values in Action?
 - VIA Survey Purpose
 - Steps to Create a Greater Sense of Purpose
 - Questions to Consider
 - Leveraging Your Staff's Values in Action



To Debrief your VIA Survey of Character Strengths with a Leadership Coach



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