

Values vs Goals

VALUES GIVE DIRECTION · GOALS CREATE DESTINATIONS

Values and goals are different, but they work best together. Values help us live a life that feels meaningful, while goals are the specific steps we take along the way. When our goals are aligned with our values, we are more motivated, resilient and satisfied — even when life is challenging.

Values

The direction for your life



ARE GUIDING PRINCIPLES

They reflect what is most important to you.



ARE ONGOING

Values don't have a final endpoint.



GIVE MEANING

They help you live in a way that feels authentic and fulfilling.



CAN BE LIVED EVERY DAY

You can act in line with your values in both big and small ways.



DON'T CHANGE EASILY

They tend to be stable over time, even when circumstances change.

EXAMPLES OF VALUES

- Kindness
- Connection
- Honesty
- Compassion
- Health
- Growth
- Creativity
- Freedom
- Adventure
- Learning



*Values are the compass.
Goals are the milestones.
Both help you move
forward.*



Goals

The steps along the way



SPECIFIC & MEASURABLE

They are clear, concrete and have a definition of success.



ARE TIME-LIMITED

Most goals have a timeframe (e.g. 3 months, 1 year).



CREATE FOCUS

They give structure and help you take action.



CAN CHANGE

You can set new goals, adjust them, or let them go.



VALUES-ALIGNED = MOTIVATING

Goals that match your values feel more meaningful and easier to sustain.

EXAMPLES OF GOALS

- Exercise 3x a week
- Save a specific amount
- Improve my sleep
- Spend more time with family
- Learn a new skill
- Complete a certificate
- Grow my business
- Travel to a new place

How They Work Together

Values give you the why. Goals give you the how.

When you know what matters to you, you can set goals that move you towards a life that feels meaningful, not just busy. Even if you don't reach a goal, you can still be living your values in the process.

1

EXPLORE YOUR VALUES

What matters most to me in life?
(Choose 3–5)

2

SET MEANINGFUL GOALS

What are some goals that align with
my values?

3

CHECK AND REFLECT

Are my current goals aligned with my
values? What might I adjust?

A meaningful life isn't about achieving more, but about living what matters.