

Values Preference Continuum

Most of us don't often think about our own culture. For this reason, identifying our personal cultural values or beliefs may seem like a strange or even difficult task. Yet before we can see and understand other cultures, we must first understand our own. Use the value continuum chart below, and place an "X" along each line to identify where your cultural preferences most typically lie.

Individualism (I should be rewarded/recognized for my effort.)	Collectivism (The group will benefit is what matters.)
Equality (I should have access to all levels of power.)	Hierarchy (Important to go through the chain of command.)
Risk taking (Risk taking rewarded, risk is opportunity.)	Security (Risky proposals avoided, ...carefully studied.)
Task (Primarily focused on outcomes/tasks.)	Relationship (Primarily focused on building trusting relationships.)
Future (Planning is done for tomorrow, change is promise.)	Past (Hold to tradition. Change should be slow.)
Direct (Speak your mind, even if it involves conflict.)	Indirect (Avoid conflict, meaning is expressed subtly.)
Emotional Expressiveness (Displaying emotion is encouraged.)	Emotional Restraint (Emotional displays are inappropriate/avoided.)
Cooperative	Competitive
Spiritual Identity (Recognize and value a spiritual identity.)	Secular Identity (Issues of religion are inappropriate, irrelevant.)
Formal (Explicit rules about how people interact.)	Informal (Few rules regulate relationships and interactions.)
Deductive (Logical progression, one builds from the other.)	Associative (Web of connections, interrelationships.)

Reflection Activity

- Now that you have completed the Values Preference Continuum Exercise, choose **two** values in which you have identified a clear preference on one side of the continuum. Share why each of these is important to you and how you learned to value them.

- Provide an example of a time when you had to work with someone who was on the opposite end of the continuum on **one** of these values. What was the experience like for you?