





Hello,
these survey results belong to:

Name Here

The Science of What Drives Us

By Chris Bailey



One of the most powerful ideas I explore in both my new book *Intentional* and in my *Overcoming Procrastination* course is that we're far more likely to follow through on our goals when those goals align with what we truly care about—our **core values**. Unless we take the time to understand what drives us deep down, we risk setting goals that look good on paper but don't stick. That's where the Portrait Values Questionnaire–Revised (PVQ-RR) comes in.

UNDERSTANDING THE SURVEY

This values test is more than just a reflective exercise. It's a scientifically validated tool that helps us uncover what actually **motivates us**. When we work in alignment with these motivations, follow-through becomes not just easier, but more meaningful.

What is the Values Test?

The PVQ-RR is a psychological tool based on decades of research by social psychologist Shalom H. Schwartz and his colleagues. It identifies **twelve fundamental human values** that are consistent across cultures, backgrounds, and personality types. Each value that the test evaluates is grounded in research and validated across more than eighty countries. These values represent the core motivations behind our behavior, whether we're conscious of them or not. Chances are, **you'll see yourself in several of these values, but a few will rise to the top. Those are the ones most likely to drive the habits you hold most dear, who make you who you are.**

Instead of asking directly, *"Do you care about achievement?"* the test presents short descriptions of people—portraits—and asks how much each sounds like you. For example, *"It's important to them to be successful."* This indirect approach provides more accurate results because it reduces our tendency to answer based on what we *think* we should value.





Why the Values Test Matters

I've always been fascinated by what makes certain goals stick while others fall flat. What I've come to realize—both through research and personal experience—is that the more aligned a goal is with our values, the more naturally we follow through with it. When we don't care deeply about something, even the best productivity tactics fall short. But when we do care, when something connects with what really matters to us, we show up differently. We're more focused. We're more resilient. And we're far more likely to finish what we start. **This is why I love this values test so much. It's not just about self-awareness (though that's part of it). It's about designing your goals and habits around what will keep you energized over the long haul.**



WHAT RESEARCH SHOWS

The values test is grounded in the Schwartz Theory of Basic Human Values, a framework that shows how our values relate—and sometimes conflict—with one another. For example, someone who values Self-Direction might resist overly structured goals, while someone high in Security and Conformity may thrive with clear routines. **Knowing this helps you design your productivity system in a way that feels like you.** When I discovered this framework, it helped explain so much about why I had struggled with certain goals in the past—and why others felt almost effortless.

Final Thoughts

The PVQ-RR isn't just a quiz—it's a tool for building a more intentional life. When your goals reflect your values, they become more compelling and more sustainable—and you become far less likely to procrastinate on them. I've found that this kind of alignment makes everything easier—not because the work disappears, but because **the why behind it is so clear.**

KEY TAKEAWAY

As you reflect on and more deeply understand your values, I hope you find what I have: that knowing your values won't just help you become more productive and intentional. **It will also help you live a better, more meaningful life.**



The 12 Human Values



Self-Direction

Freedom to think and act independently



Stimulation

Seeking novelty, excitement, and challenge



Pleasure (Hedonism)

Enjoying life through the senses



Achievement

Striving to accomplish meaningful success



Power

Influencing outcomes and gaining control



Face

Protecting reputation and social image



Security

Valuing safety, stability, and order



Tradition

Honoring customs and cultural rituals



Conformity

Following rules and social expectations



Humility

Embracing modesty and deeper purpose



Universalism

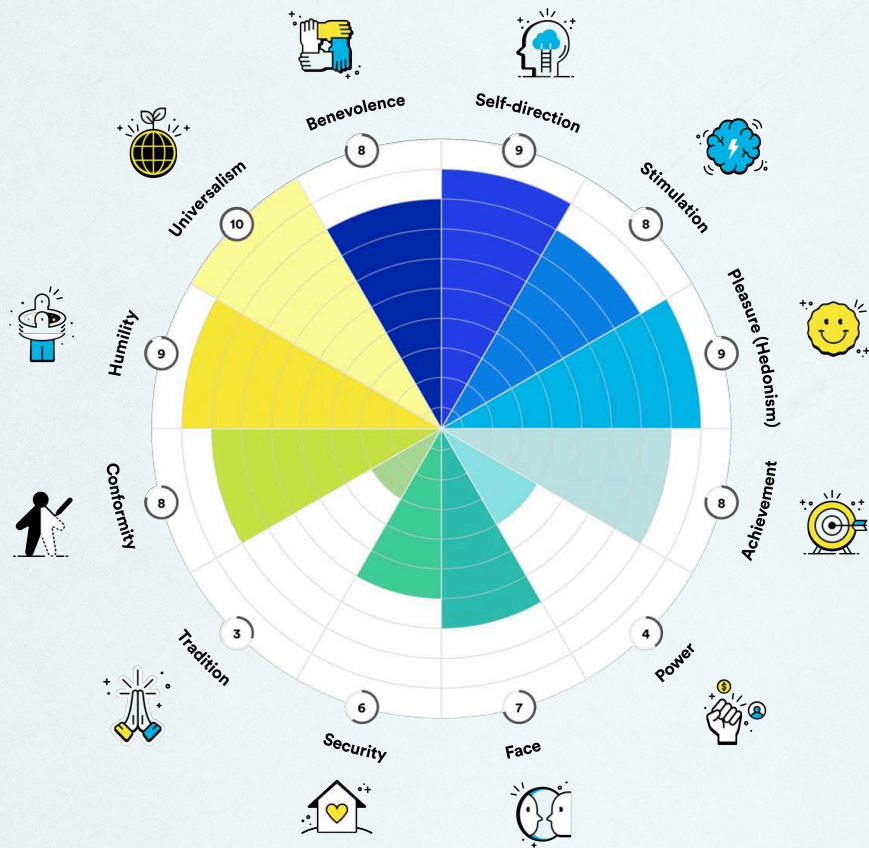
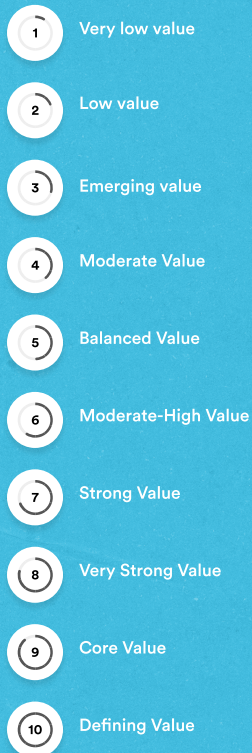
Caring for people and the planet



Benevolence

Supporting and caring for others

Your Values at a Glance



Self-Direction

Choosing and cultivating your own thoughts, ideas, and actions.

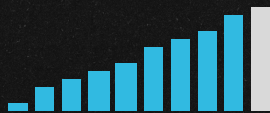
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YOUR SCORE: CORE VALUE



WHAT IS SELF-DIRECTION?

Self-direction is about choosing and cultivating your own thoughts, ideas, and actions. If this value is high for you, you likely feel most alive when you have autonomy over your work and life. You're drawn to goals that let you think freely, explore what interests you, and make your own choices without being boxed in by expectations or rigid plans. Productivity, for you, starts with having the freedom to decide what matters.



YOUR SCORE: 9/10 | CORE VALUE



1-3 = Low



4-6 = Balanced



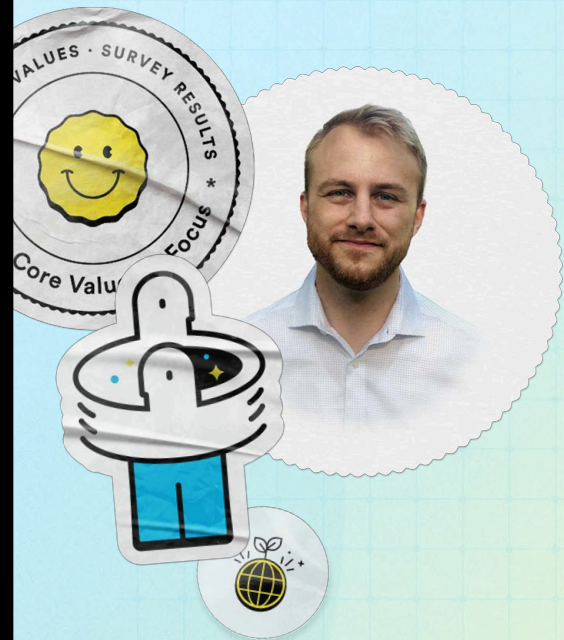
7-10 = Strong

Self-Direction is one of your defining drivers. You feel happiest and most fulfilled when you have the freedom to choose your own path and act on your own ideas. Independence isn't just something you appreciate—it shapes your daily decisions. You thrive when you can explore, create, and set your own direction, and you're most energized in environments that give you space to think and act for yourself.



KEY TAKEAWAY

Self-direction shapes your decisions daily. You're happiest when you're free to follow your own path. When you trust your own path, you open the door to your most authentic growth.



Hi there,

Thank you so much for taking the values test! It may seem like a small step, but what you just did really matters. Reflecting on our values, priorities, and the things that truly guide how we live your life is important. Yet not everyone takes the time to do this.

But you're here—and you did.

You're probably also here because you either bought my course, **Overcoming Procrastination**, or picked up a copy of my book *Intentional*. Thank you, sincerely, for your support. I create things like books and courses so that people like you benefit. Thanks for being curious enough to dig even deeper and check out the test.

When you understand your values, you get clarity. You make choices that feel right, you build stronger connections, and you move through life with a little more purpose.

I'm excited to hear what you discover about yourself after taking this test and exploring my work. (Seriously, email me—I'd love to hear from you! chris@chrisbailey.com.)

Thank you for being here,

CHRIS BAILEY

STAY CONNECTED

