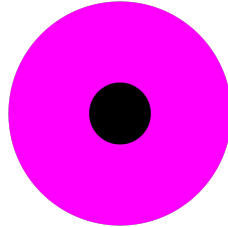


Yulia Winslow

THEORY OF VALUES

laws of everything



THEORY OF VALUES: Laws of everything

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FOREWORD

Why do some people commit to behaviors and situations that harm them? Why persist in abusive relationships, either personal or professional, for extended periods? Why do people struggle to overcome substance abuse or continue to trust those who betray them repeatedly? And what leads people to endure loneliness, procrastination, or escaping reality and themselves?

Therapists often attribute such struggles and behaviors to past traumatic experiences. But why do different people have different types of trauma? What if these experiences aren't the root cause, but rather the earliest circumstances that reflect a person's emotional needs? I'm not suggesting that people need to suffer. Rather, I propose that people inherently seek certain emotional states in their lives. Why is this the case? Let's explore!

1. INTRODUCTION TO VALUES

1.1 FUNDAMENTAL HUMAN FEAR

First, let's address a fundamental fear shared by all humans. Contrary to popular belief, it's not the fear of death that drives us. After all, heroes willingly sacrifice themselves while some individuals resort to suicide.

Instead, it's the fear of stopping being a human that governs our feelings, thoughts, and behavior. But what exactly does it mean to be human? This concept varies from person to person.

1.2 HUMAN PASSIONS

To better understand what people cherish in humanity, let's categorize their passions into twelve distinct categories or values. By grouping these twelve values into four overarching themes, we can gain deeper insights into their similarities and differences.

a). Feelings:

1. Soul.

Individuals who resonate with this value experience life through their hearts rather than their minds. They communicate not with words, but through feelings and sensations. They're the ones who offer a comforting hug, whether it's needed or not

2. Being Alive.

This value drives individuals to seek intense experiences that remind them they're truly living. The only way to feel that is through strong feelings that keep you fully engaged and on the edge

3. Now.

Individuals who cherish the present moment focus on fully experiencing the here and now, without dwelling on the past or worrying about the future. They embrace whatever they go through and feel right now, whether joyous or sorrowful

b) Information:

1. Curiosity.
Individuals driven by curiosity constantly seek out new knowledge and eagerly share what they learn. Their thirst for information fuels their behavior
2. Mind.
Individuals with the Value Mind are adept at simultaneously processing vast amounts of information circulating at a high speed. They live amidst a whirlwind of thoughts, facts, and ideas, often struggling to focus on one thing at a time
3. Concord.
This value revolves around understanding the needs of others. Individuals who value Concord excel in interpersonal relationships, they are masters at presenting themselves and communicating effectively

c) Matter:

1. Rules.
Individuals with the Value Rules adhere to ranking and predictability in their lives. They thrive in environments governed by regulations and guidelines, driven by the pursuit of discipline and success
2. Usefulness.
Individuals who resonate with the Value Usefulness are dedicated to practicality and usefulness. They appreciate routines, organization, and efficiency, often serving as reliable assistants and advocates of common sense
3. Satisfaction.
This value centers on enjoying stability, comfort, beauty, and sensory pleasures. Individuals with this value are drawn to the material aspects of life, indulging in hedonistic pursuits

d) Actions:

1. Dignity.
People guided by the Value Dignity uphold dedication to their beliefs. They serve as beacons of conviction, guiding others toward what they perceive as right
2. Play.
Those who prioritize this value revel in the joy of spontaneity and creativity. They approach life with a childlike sense of wonder, unbound by rules or limitations
3. Body.
This value drives individuals' craving for physical expression and movement. The urge and impulse to take action imbue them with assertiveness and a pioneering spirit, often without specific reason or grounds

1.3 ENERGY

Before we delve into details of how each value defines people's behavior, circumstances of life, and events that happen to a particular individual, let's think about why we, humans, have feelings, thoughts, fears, desires, dreams, mindsets, or beliefs. What's the purpose of all those things that cannot be seen, touched, measured, and, let's be honest, explained properly?

All these non-material phenomena are elements of what people label as "energy". It's a fuel to the material side of humanity's functioning. It's what we need to take action and build everything that can be seen, touched, measured, and explained.

The vast variety of physical conditions of living on Earth and the urge to keep humanity running as a population creates the need for diverse feelings that are the foundation of any kind of thought, mindset, and behavior.

1.4 FEELINGS

Feelings are the sensations we experience, which we assign names and descriptions to facilitate recognition and processing. Even before we can articulate them, we're already have sensations. Thus, feelings, as labeled sensations, serve as the foundation for all our thoughts and behaviors. While thoughts undoubtedly influence feelings, I contend that our initial feelings shape our thoughts, marking the genesis of our mindset. These feelings, combined with our interpretations of them through thoughts, contribute to reinforcing and solidifying our emotional experiences, making them more robust and resistant to change.

2. FUNDAMENTAL CATEGORIES OF VALUES

There are three groups of feelings and values, categorized based on the number of people needed for them to make sense and exist.

The first group, Collective feelings and values includes those that are meaningful only when shared by all humans, such as Soul, Mind, and Being Alive.

The second group, Social feelings and values, encompasses those that require a group of individuals, such as a company, country, or believers of a certain religion, for them to make sense. This group includes Rules and Dignity.

Lastly, the third group, Individual feelings and values, consists of feelings and values that can be felt and practiced on an individual level without the need for a substantial number of people. This group includes Concord, Usefulness, Play, Now, Curiosity, Satisfaction, and Body.

Now let's get into details about all twelve types of values and discover what feelings, thoughts, and behaviors are associated with them.

3. COLLECTIVE VALUES

3.1 INTRODUCTION

For a better understanding of the priorities inherent in each value, let's consider that human beings are composed of soul (feelings), mind, and body. These three elements form an integrated whole, distinguishing humans from other phenomena.

The influence of Collective values on individuals can be likened to the impact of mycelium on mushrooms. Just as mycelium connects and nourishes a network of mushrooms, our connection to Collective feelings runs deeper than any influence acting solely at the social or personal level.

Despite our diverse backgrounds, upbringings, and surroundings, we all share universal feelings that resonate across cultures and continents. Movies portraying love, for instance, transcend geographical boundaries and evoke understanding and empathy for the characters, whether they're depicted in Australia, China, Uruguay, Canada, Europe, or elsewhere.

3.2 THE VALUE SOUL

a) Negative mindsets and behavioral patterns

Consider these behavioral patterns and try to discern their common thread:

- Laziness
- Mild depression
- Substance abuse without serious health consequences or an imminent risk of dying
- Binge-watching
- Mental fog
- Whining (akin to crying babies)
- Victimhood
- Trusting obvious liars
- Sacrificing
- Prioritizing others over oneself, people-pleasing
- Cultivating imaginary friends and romantic relationships
- Maintaining long-distance relationships that never result in cohabitation
- Loneliness
- Idealization, viewing the world through rose-colored glasses
- Inappropriate positive thinking
- Lying to oneself or others, whether consciously or unconsciously
- Difficulty discerning one's feelings or desires
- Neglecting bodily care

These behaviors are typical of individuals who hold the Value Soul. It might be surprising that such negative patterns could arise from a profound sense of belonging to a community of creatures with souls. How can the connection with the Collective Soul of humanity lead to such destructive emotional states?

b) Reasons

Let's explore what is deemed crucial for a soul. While the concept of the soul varies across belief systems, some common themes emerge:

- Connection with a higher power
- Spiritual growth

- Alignment with one's true nature
- Transcendence of suffering
- Service to others

To pursue these soulful priorities, individuals must elevate feelings as their primary mode of interaction with themselves, others, and the Universe. Here, the mind and body assume subordinate roles, lacking the capacity to fully engage in the Collective Soul's journey. They are relegated to the background because anything that interferes with the ability to live through feelings is perceived as a threat to the very existence of the individual. This perception typically occurs without conscious awareness. In culture, the fear of this threat is reflected through stories about selling your soul to the devil, illustrating how strong the fear of losing one's soul or the ability to live through the senses is for people who value Soul.

Let's get back to the Value Soul's typical negative mindsets and behavioral patterns and look at how and why feelings take over common sense and reality.

1. Mind Abandonment:

- Idealization, viewing the world through rose-colored glasses
- Trusting obvious liars
- Lying to oneself or others, whether consciously or unconsciously
- Cultivating imaginary friends and romantic relationships
- Maintaining long-distance relationships that never result in cohabitation
- Inappropriate positive thinking
- Difficulty discerning one's feelings or desires
- Mental fog
- Loneliness

Switching off some mind capacity not to deal with reality is common for these mindsets and behaviors in this group.

2. Body Abandonment:

- Neglecting bodily care
- Laziness
- Mild depression

Although the body is an object where sensations are created and felt, physical movement, and physical activity are a distraction from full engagement with one's feelings.

3. Dual Abandonment:

a) escaping reality (the need to think and act):

- Substance abuse without serious health consequences or an imminent risk of dying
- Binge-watching

b) subordinating oneself:

- Sacrificing
- Prioritizing others over oneself, people-pleasing
- Whining (akin to crying babies)
- Victimhood

The interesting thing about subordinating is not the obvious benefits one can get from it, namely removing the responsibility for one's life in general or in some aspects. No responsibility - no need to think or take action to get oneself out of a non-desirable situation.

c) How to fix

Upon recognizing negative mindsets and behavioral patterns associated with the Value Soul, the natural inclination is to seek change. Often, specialists and coaches advocating self-improvement propose solutions that involve rejecting undesirable mindsets and behaviors, replacing them with what is deemed as 'positive' alternatives. However, while the concept of replacement is valid, the suggested substitutes often fail to capture elements of the negative behavior that are inherent to the Value Soul as a part of the individual's nature. Consequently, these substitutes cannot organically replace the undesirable behavior and, in most cases, make things worse due to the disappointment of one's inability to change no matter how hard one tries.

Consider common advice for cutting alcohol consumption, for example. It often involves making a plan and sticking to it, which typically includes building new routines such as setting limits on drinking budgets and

quantities, tracking consumption, starting an exercise regimen, improving sleep, and adopting healthier eating habits. Essentially, the advice emphasizes using the mind to control one's behavior.

However, as we've discussed, prioritizing the mind over feelings is perceived as a threat to one's life for those who hold the Value Soul. How long can one continue to behave in a way that unconsciously threatens their existence? Not for long. As one persists, maintaining this unnatural change becomes increasingly challenging, leading to potential setbacks in behavior. These setbacks may include not only a return to drinking but also a tendency to do so more excessively, as individuals may seek to compensate for the time spent in a 'near-to-death' situation.

Compare the aforementioned advice with the approach of Alcoholics Anonymous (AA), which has a proven record of helping people dealing with alcohol and drug abuse. Unlike the approach that emphasizes pushing the mind and willpower to combat one's feelings, AA's principles align with prioritizing the Value Soul in life. These principles include admitting powerlessness, surrendering to a higher power or the collective wisdom of the AA group, accepting guidance from a sponsor, maintaining anonymity, embracing spirituality, and serving the community.

d) Positive mindsets and behavioral patterns

The example of Alcoholics Anonymous demonstrates that the Value Soul encompasses not only negative mindsets and behaviors but also positive ones. Let's examine instances when relegating the mind and body proves productive and has a positive impact, not only on an individual's life but also on the lives of those in their close circle and humanity as a whole.

Here are some examples:

- Creation of non-material beauty (things that are perceived with a heart): music, visual art, scents
- Spiritual experiences, both religious and non-religious
- Charity, non-profit and volunteering

The ability and the need to prioritize feelings results in such innate talents as:

- Emotional empathy (the capacity to sense and resonate with the emotions of others intuitively, without the need for explicit verbal or cognitive processing)
- Compassion
- Intuition
- Creativity expressed in intangible forms, devoid of practical utility, solely for the purpose of evoking admiration and fostering spiritual connection or appreciation of beauty
- Extrasensory skills
- Acting (temporarily setting aside one's own personality to fully inhabit the mindset and persona of a character)
- Living in an additional dimension to the material side of life

e) Conclusion

Overall, if you recognize some of the Value Soul's behavioral patterns you'd like to change, choose substitutes that have the same quality of prioritizing feelings but in a positive, productive way.

3.3 THE VALUE MIND

a) Negative mindsets and behavioral patterns

Can you spot the common thread among these familiar behavioral patterns? Take a moment to ponder:

- Anxiety
- Overthinking
- Excessive online engagement, often to escape reality
- Preoccupation with the future, leading to unfulfilled dreams
- Lack of focus and constant distraction
- Instability, reflected in frequent changes in various aspects of life
- Prioritizing the interests of the community or friends over one's own
- Neglecting physical well-being
- Disconnecting from emotions, residing predominantly in the realm of thoughts

These behaviors often characterize individuals who prioritize the Value Mind. If you've reached this point of the book, it's likely not surprising that such adverse patterns stem from a strong identification with the collective consciousness of humanity. Let's delve into how this connection to the Collective Mind can lead to detrimental behavior and negative emotional states.

b) Reasons

Scientists estimate that the average person has around 60,000 thoughts per day, roughly translating to 55 thoughts per minute during waking hours. Now, imagine the collective stream of thoughts flowing through humanity at any given moment. It's an astonishing number, isn't it?

Three key features distinguish thoughts from other non-material aspects of human existence, such as feelings, desires, beliefs, or will: their vast volume, hypersonic pace, and chaotic nature. To fully immerse oneself in the realm of the mind, individuals often relegate slower and less mobile aspects like feelings or physical sensations. For those who prioritize the Value Mind, adeptness in processing constant information influx becomes paramount, sometimes overshadowing the importance of connecting with one's feelings and physical being.

c) How to fix

If one's attention is attuned to triggers from multiple sources, focusing on a single task or adhering to one function or place becomes a formidable challenge. The stability of a singular focus often feels inhibitive, slowing down the natural inclination toward chaotic movement at high speeds. Unconsciously, anything that opposes this frenetic pace can evoke a sense of threat to one's existence.

Attempts to maintain focus through artificial barriers, such as blocking out time for a specific assignment or switching off distracting devices, are futile for individuals with the Value Mind. Their inherent nature opposes concentration on a single task or idea.

However, this doesn't imply that individuals with the Value Mind are incapable of concentration altogether. Rather, they require an environment that mirrors the chaotic circulation of the Universe - a setting where multiple sources of information flow in simultaneously. For instance, having additional monitors or audio sources with background conversations can enable them to focus on a portion of the incoming information while remaining engaged in the broader flow.

If this concept seems unconventional, consider the work of a trader. Traders constantly monitor multiple positions in dynamic markets. With advancements in technology allowing global access to various stock markets, the pace of change in any market is incredibly rapid. Individuals with the Value Mind excel in observing and reacting to these rapid fluctuations in real-time, making them well-suited for such environments.

d) Positive mindsets and behavioral patterns

Here are more examples of situations where prioritizing the mind over feelings and the body proves productive:

- Gaining insights from processing a vast amount of information without conscious effort to analyze it
- Setting trends by anticipating future developments and identifying potential trends

- Spreading ideas or concepts virally, akin to a virus, through widespread dissemination
- Fostering a strong sense of community by naturally sharing resources and information without attachment to material possessions
- Cultivating camaraderie based on shared interests and mutual goals.
- Harnessing passion for new discoveries to drive both scientific and non-scientific research
- Channeling enthusiasm for robotics to create technologies that improve people's lives

e) Conclusion - Age of Mind

Humanity has transitioned from the Age of Soul to the Age of Mind. Recent decades exemplify the impact and ongoing influence of prioritizing the mind, evident in the rapid development of technologies, digitization, robotics, cloud computing, virtual reality, and the promotion of transparency, equality and inclusivity in society.

3.4 THE VALUE BEING ALIVE

a) Negative mindsets and behavioral patterns

Take a moment to consider these behavioral patterns. Can you identify what they all have in common?

- Negative thinking
- Grumpiness
- Exaggerating or overreacting to every situation (resembling 'drama queens')
- Procrastination
- Chronic lateness
- Neglecting health, including ignoring signs of potential terminal illnesses or refusing treatment
- Unjustified jealousy
- Engaging in abusive relationships
- Pursuing relationships not accepted by society, such as relationships with individuals who are married, particularly in countries where polygamous marriages are prohibited, significant age differences (misalliance), significant disparities in economic or social status, or differences in religion, particularly in countries where religion strongly influences people's lives, emphasizing the substantial gap between individuals
- Self-destructive behavior, such as substance abuse that leads to deteriorating health very rapidly, living in poor conditions that endanger well-being, or enduring poor working conditions that jeopardize health and safety
- Adopting marginalized lifestyles
- Use of profanity
- Embracing conspiracy theories
- Engaging in risky behaviors without reason, such as gambling, seeking adrenaline rushes through extreme sports or thrill-seeking activities, involvement in criminal activities, and other reckless behaviors
- Clinging to things that no longer serve a purpose
- Obsessive behaviors, such as fixating on specific thoughts, objects, or activities
- Heightened squeamishness
- Manipulative tendencies

- Engaging in workaholism driven by inability to recognize when one is tired and in need of a break
- Micromanagement

These behaviors are typical of individuals who prioritize the Value Being Alive. But why does this unconscious desire for vitality and connection to the collective will of humanity often lead to such devastating outcomes, even hastening death in some cases?

b) Reasons

The complexity of human nature offers insight. Our bodies and minds are engaged in countless simultaneous processes, from the circulation of oxygen to the intricate analysis of our surroundings. Many of these functions operate automatically, without our conscious awareness. Consequently, we may lose sight of the constant awareness of our own existence.

To rekindle this awareness, individuals who value being alive often prioritize intense, visceral experiences over the needs of the mind and body. By delving into these intense sensations, they seek to reconnect with the vitality of life itself.

One of the main features of the Value Being Alive is the ability to accumulate something to a point where it changes the quality of what has been amassed. Think of ancient alchemists attempting to transmute base metals into gold as an illustration of this transformative process. Alternatively, consider the mechanism behind the orgasm, where the accumulation of tension switches to its complete opposition - relaxation - after climax.

This process of accumulation can often be gradual, taking place over an extended period. To prevent oneself from taking steps to halt this accumulation, which may interfere with subsequent changes in quality, individuals often unconsciously ignore signs of accumulation. These signs may include indicators of expiration time for task fulfillment or early signs of disease. These signs are often disregarded until it's too late, and change becomes unavoidable, prompting the individual to experience strong emotions, which raises awareness of being alive

To understand the behavior of people with the Value Being Alive, it's essential to grasp the fundamental difference between being alive and being dead, which lies in the ability of the living to change. Anything devoid of the ability to change is dead. Therefore, individuals may sometimes resist changes in situations that are clearly deteriorating because of an unconscious fear that these changes will be irreversible. This fear stems from the unconscious belief that once changes are made, there will be no opportunity for any further alterations, leading to a sense of 'deadness'. This paradox of the Value Being Alive can lead to behaviors that appear to contradict individuals' desire to be alive, as 'deadness' is perceived as a threat to their very existence by those who embody this value.

c) Positive mindsets and behavioral patterns

Of course, the ability to undergo transformation and the necessity for strong feelings as proof of being alive also bring about positive and productive innate skills and behavioral patterns. Let's explore some of them:

- Strong willpower
- Resilience
- Growth and development through crises
- Mobilization of resources in critical situations
- Heightened pleasure from sexual activities
- Willingness to take justified risks (such as saving lives, defending the country, making investments, trading, etc.)
- Gut intuition
- Accumulation of material and non-material resources (collective will) for significant achievements
- Deep immersion in processes, such as for scientific research
- Ability to attract resources and opportunities

The ability for significant transformative change serves as the reward for enduring the most painful and unpleasant negative mindsets and behaviors associated with the Value Being Alive. This power and importance of transformation, inherent to the Value Being Alive, mark both the beginning and end of human life.

d) How to fix

If you aim to change undesirable behavioral patterns associated with this value, remember its essence: don't shy away from intense life experiences. They are not only one's destiny but also the source of growth and pleasure.

3.5 CONCLUSION

In concluding the discussion on the Collective Values, it's important to address the reasons that drive the possibility of prioritizing feelings or the mind over the body as a vessel for human life. The first reason is the belief in the existence of a human spirit beyond the body's death. According to this belief, the body is merely a tool for the human spirit to experience life in a material form. Since tools have a finite lifespan by their very nature, they can be sacrificed for the sake of the spirit's experience on Earth.

The second reason stems from our belonging to humanity as a collective pool of not only matter, but also energy, which serves as the primary source of all creation. From this perspective, the duration of bodily life is not essential for contributing to the variety of energies required for humanity's existence and development.

4. SOCIAL VALUES

4.1 INTRODUCTION

Social values are shared not across all of humanity but among certain groups. Historically, people were dispersed across the Earth, separated by natural boundaries such as mountains or oceans. As societies evolved, tribes coalesced into countries, erecting artificial borders to delineate and safeguard the rules of their land.

With the advancement of technology, global movement became vastly more convenient, fast, and affordable. The invention of the internet further unveiled the intricacies of different cultures and mentalities, fostering a newfound global transparency. Despite this transparency, profound differences persist in both written (laws) and unwritten (morals, ethics, values) rules across various parts of the world.

These rules play a significant role in our lives because humans are inherently social beings, deeply influenced by the communities to which they belong. Membership in a community often defines much of an individual's behavior. In this chapter, we will closely examine the values that are shared within countries, religions, and other social communities.

4.2 THE VALUE RULES

a) Negative mindsets and behavioral patterns

Can you identify the common behavioral and emotional patterns among the following:

- Unwarranted feelings of guilt
- Excessive need for control, akin control freaks
- Suppressing or denying feelings deemed inappropriate
- Irrational fear of making mistakes
- Disregarding natural hierarchies (such as assuming dominance or adopting subordinate position in equal relationships, such as behaving like a parent to a spouse, colleagues, clients or strangers, treating grown children as if they were still young, or relying on others to make decisions for you)
- Pursuing perfectionism
- Engaging in workaholism driven by guilt or overcommitment
- Inability to take reasonable risks
- Rigid adherence to traditions

All these patterns are typical among individuals governed by the Value Rules. How does a fervent dedication to formal regulations result in self-limiting behaviors and emotions that may not align well with the rules themselves? I believe the root of this paradox lies in the quest for security.

b) Reasons

Human existence requires community involvement. Even when one is healthy and energetic, sustaining life independently - securing shelter, water, food, and other necessities - can be challenging. Communities rely on rules and regulations to organize individuals and facilitate cooperative living.

Community rules prioritize the survival, functionality, and growth of the collective over individual feelings, inclinations, or desires. Compliance is crucial to avoid exclusion or expulsion, which threatens personal safety tied to community membership.

The innate desire to belong to a hierarchical system compels individuals to uphold its integrity, even when others neglect their communal responsibilities. Any threat, real or perceived, to the community or societal structure instinctively becomes a threat to personal survival. Consequently, individuals assume additional responsibilities to maintain system functionality, effectively merging their identities with the collective entity. This involves prioritizing society over their own feelings, body, and thoughts, thereby emphasizing the primacy of matter over the individual.

c) Positive mindsets and behavioral patterns

Of course, the feeling of belonging to a system brings not only negative patterns and scenarios but also outstanding innate skills and talents, such as:

- Effective management and governance abilities
- The capacity to both subordinate and take initiative when appropriate
- Reliability and trustworthiness
- Ease of discipline and self-control
- Being an individual others can rely on
- Proficiency in time management and planning
- A track record of achieving results
- Strong commitment and dedication
- Ease of understanding and following instructions
- Systemic approaches
- Natural proficiency with older people and in formal environments
- Not letting personal feelings and attitudes interfere with reaching group goals
- Productivity
- Professionalism

d) How to fix

The best approach to minimize the negative manifestations of the Value Rules in one's life is to recognize the need to be an effective element of a system and educate oneself about its functioning. Once the principles of the system - whether it's within the family, work, or society - are understood, contributing to the maintenance of its functioning will become more conscious and natural. As a result, the natural ranking within the system will be perceived and accepted as normal dissipating

any feelings that the system is falling apart. This eliminates the need to take over other people's responsibilities and leads to more productive behavior.

4.3 THE VALUE DIGNITY

a) Negative mindsets and behavioral patterns

Take a moment to consider these behavioral patterns. Can you identify what they all have in common?

- Feeling ashamed without a good reason, finding oneself in shameful situations, or avoiding situations that feel shameful even when they are not
- Experiencing imposter syndrome
- Investing significant resources in additional education that is never utilized
- Engaging in a never-ending search for life purpose or mission
- Devaluing oneself or others
- Feeling a loser with no good reason
- Holding onto bigotry despite reasoning
- Imparting unsolicited advice on how to live, what is good, and what is bad
- Having an inflated sense of self-importance
- Engaging in baseless bragging or showing off
- Frequently being involved in litigations or disputes unnecessarily
- Idealizing foreign places without proper research or comparison
- Demonstrating fanaticism in beliefs

The behaviors and mindsets described are common among individuals who prioritize the Value Dignity. But how do unwavering dedication to beliefs and moral norms can lead to harmful emotional, mental, and behavioral patterns?

b) Reasons

Religious or ethical guidelines serve a similar role as formal rules and regulations in governing a community. They are vital for fostering cohesion within society, comprising diverse individuals. While there may not be formal punishments like imprisonment or fines for transgressions, there are often social consequences such as exclusion from a community.

For those who hold the Value Dignity in high regard, being ostracized from a community that embodies honor and integrity can be perceived as a threat to their very existence. These qualities form the core of what they value in humanity. Consider historical examples, such as nobles in the 1700s and 1800s who would resort to suicide due to their inability to settle gambling debts, which were considered dishonorable. Or reflect on Japanese samurais who would perform ritual suicide known as "seppuku" or "harakiri" to preserve their honor in the face of failure or disgrace.

Beliefs, while shaped and processed through cognitive functions of the mind, diverge significantly from thoughts in several respects: they possess limited variability, exhibit stability, and escape the chaotic nature characteristic of thoughts. Despite their potential lack of logical consistency, beliefs serve the primary function of guiding human behavior, manifested through actions carried out by the body. Consequently, for individuals who hold Dignity as a value, the prioritization of body or bodily actions often supersedes the significance of mental processes of the mind and feelings.

c) Positive mindsets and behavioral patterns

What kind of positive and beneficial feelings, mindsets, behaviors, and innate skills and talents are associated with the Value Dignity? Let's name a few:

- The ability to become an expert, guru, or icon
- Geographical and ideological expansion, embracing new beliefs and perspectives
- Commitment to a life mission or purpose
- Maintaining focus on goals and tasks
- Striving for success and personal growth in a balanced and healthy manner
- Creating exclusive and high-quality experiences, particularly in intellectual pursuits or ethical behavior
- Showing respect and interest in foreign cultures and experiences as a means to broaden one's horizons
- Upholding dignity in all actions and interactions

d) How to fix

If you seek to eliminate negative manifestations of the Value Dignity, avoid popular advice that solely emphasizes mental approaches such as enrolling in courses, reading inspirational quotes, or meditating. Remember the importance of the body in adhering to the Value Dignity. Find ways to demonstrate self-respect through your actions, starting with areas where it feels relatively easy, and then extend this conviction of self-respect to all aspects of your life.

5. INDIVIDUAL VALUES

5.1 INTRODUCTION

There are many emotional states, mindsets, and behaviors that arise and make sense independently of humanity in its entirety or large groups organized formally by rules or informally by spiritual or ethical norms. Consider the simplicity of body movements, personal interactions, eating or enjoying leisure activities.

These experiences, performed outside the realm of broader human collectives or communities, shape our personalities just as profoundly as those influenced by collective or social values. However, a key distinction exists: these individual experiences do not necessitate the relegation of any innate human aspects - feelings, mind, or body - to prioritize one over the others or matter.

This characteristic renders individual values uniquely non-destructive in terms of self-harm. This is their inherent advantage. Yet, while living according to these values is intrinsically safe and fulfilling, they don't lead to extraordinary outcomes on their own. The energy of an individual, no matter how focused or strong, cannot match the transformative power unleashed by the collective forces of larger groups.

5.2 THE VALUE CONCORD

Individuals driven by the Value Concord cherish the feeling of balance, which emerges from considering at least two elements. Here, one element is always the individual themselves, while the other comprises other people - their interests, feelings, needs, or circumstances. Achieving this balance is possible in two types of relationships: one-on-one interactions, such as those found in personal or business relationships, and situations where an individual interacts with a group.

Innate talents and skills of those who share the Value Concord include:

- Adeptly balancing one's interests with an awareness of others', ensuring both parties' needs are met
- Great presentation skills whether presenting themselves, others or representing own or crafted by other projects
- Skilled at reading body language and subtle cues, which enhances understanding of others
- Cognitive empathy which involves setting aside personal feelings to better understand another person's emotions and perspective by through thoughtful consideration of what someone else is experiencing, rather than directly feeling one's emotions
- Excelling in public settings, effortlessly making small talk with strangers and feeling comfortable in socially demanding or unfamiliar environments
- Adept of fashion and style
- Connecting with beauty intellectually, cultivating admiration that stems from deep knowledge and understanding
- Genuine appreciation for and enjoyment of culture and informal social gatherings
- Excelling as partners in both personal and professional capacities, bringing cognitive empathy, balance, and commitment to their partnerships

5.3 THE VALUE USEFULNESS

People who resonate with the Value Usefulness are propelled by a feeling of utility. They grasp the potency of practicality, relevance, functionality, and efficiency. For them, routines and common sense are steadfast companions, guiding their actions.

Innate talents and skills of those who share the Value Usefulness include:

- Embracing a healthy lifestyle effortlessly, tackling mundane yet essential tasks crucial for daily operations
- Proficiency in labeling, sorting, and maintaining an organized, accessible environment
- Attention to details
- A knack for discerning the most rational and effective approaches to tasks
- Skillful creation and upkeep of routines that streamline their lives
- Mastery in utilizing tools and devices to optimize productivity
- Leveraging one tool or action for multiple purposes, maximizing resources
- Demonstrating practicality and a mindset geared towards minimizing waste and maximizing efficiency

5.4 THE VALUE PLAY

Individuals who embody the Value Play are fueled by the feeling of fun. To grasp this concept, one needs only to envision a child. Children, with their limited life experience and minimal responsibilities, operate in a realm free from the constraints and expectations often burdening adults. This liberation allows them to express themselves with unbridled sincerity, creativity, and a zest for enjoyment, unencumbered by the seriousness that often accompanies adulthood.

Innate talents and skills of those who share the Value Play include:

- A knack for entertaining themselves and others, relishing the spotlight and the joy it brings
- The ability to shun convention in favor of forging new, original paths
- A keen sense of humor, capable of finding amusement in the mundane
- Genuine sincerity and ease in expressing emotions
- Infusing everyday life with an aura of amusement and delight
- A natural inclination towards being the life of the party, exuding charisma effortlessly
- A cheerful disposition that radiates warmth and positivity, making smiles a way of life

5.5 THE VALUE NOW

Individuals who embrace the Value Now are driven by the present moment. They prioritize addressing their needs as they arise, particularly emphasizing fundamental necessities such as obtaining adequate sleep, nourishing themselves with food, expressing their emotions authentically, and seeking fulfillment in their immediate surroundings. The immediacy of these needs underscores their choice to immerse themselves fully in the present, acknowledging past experiences and future considerations but consciously residing in the current moment.

Innate talents and skills of those who share the Value Now include:

- Healthy adaptability
- Natural inclination to care for others, akin to a loving mother
- Grounded in reality, avoiding dwelling on the past or obsessing over the future
- Resilience against negative emotions
- Ability to cultivate a warm and welcoming environment, both physically and emotionally
- A zest for life itself
- Preparation and organization for the necessities of daily living, focusing on immediate needs that can be met without extensive planning or effort

5.6 THE VALUE CURIOSITY

Individuals who embrace the Value Curiosity are driven by the feeling of disseminating. This value shares similarities with the Value Mind, as both involve the manifestation of experiences through the circulation of various elements, including information, events, people, circumstances and so on. However, the Value Curiosity focuses on a slower and more deliberate dissemination process, akin to the movement of particles from one place to another in a purposeful manner. This process is analogous to transportation or language, where small pieces of diverse content are distributed to different destinations.

Innate talents and skills of those who share the Value Curiosity include:

- Proficiency in language skills
- Enjoyment of mobility and local travels
- Curiosity as a driving force for discovering and sharing new knowledge
- Competence in driving and operating vehicles and devices
- Fast processing of information
- Affinity for novelty
- Ability to multitask effectively
- Strong interpersonal communication skills, particularly in interacting effectively with peers, whether they be siblings, customers, neighbors, or individuals of similar standing
- Ease of transitioning between activities
- A wide network of friends and connections

5.7 THE VALUE SATISFACTION

Individuals who embody the Value Satisfaction are driven by the feeling of being satisfied with the material pleasures of life. This encompasses various aspects, such as food, environment (including space, furniture, and decorative objects), and the aesthetic enjoyment of human appearances, including clothing, accessories, and personal adornments. For those with Value Satisfaction, both their surroundings and themselves should reflect comfort, stability, and beauty. They prioritize material resources that enhance their quality of life, aiming for the feeling of comfort, stability, beauty, and enjoyment. Often referred to as hedonists, they seek pleasure and satisfaction in their daily experiences.

Innate talents and skills of those who share the Value Satisfaction include:

- Enjoyment and proficiency in creating and maintaining material beauty, whether it's in human adornments like clothing, shoes, and accessories, or in homeware and culinary creations
- Appreciation for quality products and the ability to use them for extended periods
- A keen sense of satisfaction, knowing when to moderate experiences such as overindulgence in food, overworking, and other potential instances of excess
- Commitment to maintaining good health and energy levels, prioritizing self-care
- Skills in crafting a beautiful and stable lifestyle, managing stress, and having financial and other reserves for emergencies

5.8 THE VALUE BODY

Individuals who embody the Value Body are driven by the feeling of their body's mobility. Beyond serving as a vessel for the mind and soul, the human body possesses remarkable agility, capable of moving in various directions. From the moment we learn to hold our heads up, sit, and walk, our bodies become tools for numerous activities, often without conscious effort. Despite its incredible capacity to create and destroy material objects, the complex and remarkable nature of the human body is often overlooked. Those who embody the Value Body are more attuned to their physicality, recognizing that one of its primary attributes is its ability to change position and move.

Innate traits and skills of those who embrace the Value Body include:

- Courage
- Pioneering and leadership abilities
- Proficiency in using their bodies in various activities such as sports, singing, dancing, etc.
- Quickness in actions, without wasting time on extensive planning or preparations when spontaneity is appropriate.
- Readiness to embark on new ventures
- Literal and metaphorical fighting spirit
- Perseverance
- Maintenance of an active lifestyle, consistently engaging in activities

6. VALUE COMBINATIONS: UNDERSTANDING COMPLEXITY

Categorizing people's passions into twelve distinct categories or values is not enough to understand a particular individual's feelings, mindset, and behavior. Humans are complex creatures within a diverse Earth population of over eight billion individuals. It's impossible to neatly divide all these people into twelve categories and believe that we can fully comprehend each of them.

Every person is unique, but we all share a few common values out of the twelve that are inherent to humanity. A personal set of three to five values and the wide spectrum of their manifestations create the uniqueness of every individual, even identical twins. However, valuing humanity, albeit in different forms, unites us all and defines our collective identity as humanity - a single self-governing organism.

Here are a few examples of how a mixture of two or more values leads to a specific set of feelings and connected mindsets and behavioral patterns:

- Mind + Concord: prioritizing best friends over oneself
- Mind + Being Alive: engaging in verbal diarrhea
- Mind + Body: being involved in accidents
- Soul + Mind + Body: smoking
- Being Alive + Usefulness: displaying excessive fastidiousness
- Being Alive + Satisfaction: overeating
- Soul + Body: initiating aggression and then playing the victim
- Being Alive + Curiosity: marathon

When trying to understand someone's behavior, it's essential to recognize distinct features of a few values that support each other, creating a vicious circle that is challenging to break. Identifying which values manifest through one's behavior helps to understand the feelings that person seeks to achieve through self-destructive actions or inaction. Discovering alternative manifestations within the same values offers insight into breaking undesirable patterns while remaining true to one's nature.

AFTERWORD

In conclusion, our exploration through the multifaceted landscape of human values in "The Theory of Values" has provided us with a profound understanding of the motivations behind human behavior, the complexities of emotional needs, and the potential for transformation inherent in every individual. By categorizing the diverse expressions of human experience into twelve distinct values, we have not only uncovered the underlying dynamics that propel individuals but also highlighted the common threads that bind humanity.

Each value, from the soulful depths of 'Soul' to the active impulses of 'Body', serves as a gateway to understanding the intricate interplay between our internal states and the external world. The interdependencies and conflicts among these values reflect the complex nature of our interactions and the continual balancing act that characterizes human life. This framework, while simplifying some aspects for clarity, does not reduce the rich diversity of human experience but rather illuminates the vast range of possibilities for understanding and growth.

Moreover, this journey through the twelve values reaffirms that while we may share universal aspects of these values, our unique combinations and personal histories give rise to a vibrant spectrum of individuality. This diversity, when embraced and understood, can lead to deeper empathy and more effective interactions within our communities.

By embracing the complexity of human values and the dynamic interactions they entail, we equip ourselves with the knowledge to navigate the challenges of life more effectively and to harness our potential for positive change. Let this book serve as a starting point for continued exploration and as a guide for those seeking to understand the profound forces that shape our actions and define our lives.

Special Note.

The author utilized ChatGPT for assistance in editing this book, including refining the language, ensuring consistency in formatting, and providing grammatical suggestions.

REFERENCE MATERIAL - VALUE PROFILES

1. The Value Soul's Attributes

Attribute	Description
Feeling	Profound sense of unity with the collective soul of humanity, experiencing a deep bond with all beings possessing a soul
Passion, priority, what matters	Feelings
Doesn't matter	Mind, body
Level	Collective
Hierarchy position	Subordinate
Orientation (focus)	Inward
Dependency	Dependent
Emotional/Rational	Emotional
Element	Water
Fear	Lose soul
Reaction to danger	Fawn
Type of beauty that resonates	Beauty that transcends physical forms, including the sublime aspects of nature and human-created expressions such as music, spiritual rituals, and visual arts that evoke deep emotional responses
Negative manifestations examples	Victimhood, whining, prioritizing others over oneself, cheating and/or trusting obvious liars, depression, loneliness, imaginary relationships, idealization, neglecting bodily care
Positive manifestations examples	Emotional empathy, intuition, creativity, sensitivity, illusion creation
Typical negative circumstances	Poverty, absent parents, secrets in the family, genetic/rare/incurable illnesses, issues with eyesight early in life, prison, homeliness
Typical positive circumstances	Receiving unsolicited free assistance, effortlessly realized aspirations, inherent trust from others without the necessity for validation
Worldly Manifestations	Wild nature, smoke, fog, spirituality, music, visual art, illusions, mirrors

2. The Value Mind's Attributes

Attribute	Description
Feeling	Profound sense of unity with the collective mind of humanity, experiencing a deep bond with all beings possessing mind
Passion, priority, what matters	Thoughts
Doesn't matter	Feelings, body
Level	Collective
Hierarchy position	Equal
Orientation (focus)	Outward
Dependency	Dependent
Emotional/Rational	Rational
Element	Air
Fear	Lose mind
Reaction to danger	Flight
Type of beauty that resonates	Beauty of insight
Negative manifestations examples	Anxiety, escaping reality by living in the future or excessive online engagement, lack of focus and constant distraction, neglecting physical well-being, life in the head
Positive manifestations examples	Camaraderie, diversity, equality, inclusion, remarkable cognitive abilities, insights, trend-spotting, trendsetting
Typical negative circumstances	Ease of achieving virality, effortless access to vibrant communities, and an ideal learning environment, harmonious relationships with devices, ensuring they function optimally and bring only positive benefits to life
Typical positive circumstances	Ease of achieving virality, effortless access to vibrant communities, and an ideal learning environment, harmonious relationships with devices, ensuring they function optimally and bring only positive benefits to life
Worldly Manifestations	Future, space, science, IT and other newest technologies, aliens, robots, smart or shocking humor, anything jarring, virality, sustainability with its focus on the future

3. The Value Being Alive's Attributes

Attribute	Description
Feeling	Profound sense of unity with the collective will of humanity, experiencing a deep bond with all living beings capable of change
Passion, priority, what matters	Strong feelings
Doesn't matter	Mind, body
Level	Collective
Hierarchy position	Subordinate
Orientation (focus)	Inward
Dependency	Dependent
Emotional/Rational	Emotional
Element	Water
Fear	Lose ability to change (die)
Reaction to danger	Fawn
Type of beauty that resonates	Beauty of transformation
Negative manifestations examples	Self-destructive behavior, stress as a lifestyle, abusive relationships, risky behavior without a reason, profanity, obsessions, manipulations, grumpiness, "drama queens"
Positive manifestations examples	Transformation, resilience, vitality, gut intuition, strong will power, being a magnet for resources
Typical negative circumstances	Abusive parents or environment, chronic health conditions or terminal diseases including ones of relatives, poverty, survival conditions, prison
Typical positive circumstances	Access to other people resources, transformation for better after a survival experience
Worldly Manifestations	Birth, death, orgasm, natural resources, archaeology, investments, banking, surgery, crime investigation, emergency services, satire and sarcasm

4. The Value Rules' Attributes

Attribute	Description
Feeling	Profound sense of unity with beings inhabiting an organized system governed by ranking and rules
Passion, priority, what matters	Rules and rankings as manifestations of matter
Doesn't matter	Feelings, mind, body
Level	Social
Hierarchy position	The best for a system
Orientation (focus)	Inward
Dependency	Independent
Emotional/Rational	Rational
Element	Earth
Fear	Make mistake by breaching rules leading to feeling guilty
Reaction to danger	Freeze
Type of beauty that resonates	Beauty of a system
Negative manifestations examples	Unwarranted feelings of guilt, emotional stiffness, lack of spontaneity and naturalness, disregarding natural hierarchies in relationships, tendencies towards controlling behavior
Positive manifestations examples	Reliability and trustworthiness, ease of discipline and self-control, professionalism, proficiency in time management and planning, a track record of achieving results, effective management and governance abilities
Typical negative circumstances	Early experiences of growing up, feeling compelled to perform others' duties, controlling parents, cold environments (both literal and emotional)
Typical positive circumstances	Being born into families at the top of the social ladder, family with strong traditions and mutual support, rapid promotions
Worldly Manifestations	time, architecture, companies, organizations, government, history, traditions, classics, management

5. The Value Dignity's Attributes

Attribute	Description
Feeling	Profound sense of unity with beings who possess dignity
Passion, priority, what matters	Dignity, respect, integrity
Doesn't matter	Feelings, mind, body
Level	Social
Hierarchy position	Dominant
Orientation (focus)	Outward
Dependency	Dependent
Emotional/Rational	Emotional
Element	Fire
Fear	Of shame, disgrace, unworthiness
Reaction to danger	Fight
Type of beauty that resonates	Beauty of values
Negative manifestations examples	Fanaticism in beliefs, harsh judgment of others or oneself, feeling of unworthiness, baseless bragging, imposter syndrome, ambitions to succeed at any cost
Positive manifestations examples	Leadership skills, expertise, strong convictions, the ability to focus on main big goal, dedication to one's life mission, the capacity for expansion while respecting the existing order of things
Typical negative circumstances	Shameful or disgraceful situations, legal troubles, being compelled to relocate against one's desires, becoming a target of cancel culture without reasonable justification
Typical positive circumstances	Being born into elite families, effortlessly gaining expertise or recognition, experiencing ease in garnering respect, rapid success abroad, luck in international affairs, being treated like an elite or entering elite circles effortlessly
Worldly Manifestations	Church as religious institution, elite social circles, royalty, geography, compass, lighthouse, anything iconic, museums, expansion, mission, the phenomenon of cancel culture, everything foreign, advising, law

6. The Value Concord's Attributes

Attribute	Description
Feeling	Profound sense of balance
Passion, priority, what matters	Balance, harmony, interaction
Level	Individual
Hierarchy position	Equal
Orientation (focus)	Outward
Dependency	Dependent
Emotional/Rational	Rational
Element	Air
Type of beauty that resonates	Beauty of harmony
Human Manifestations	Cognitive empathy, partnership skills, excelling in public settings, innate sense of style, presentation skills
Worldly Manifestations	Any kind of interactions, fashion, style, elegance, etiquette, socialites, aristocracy, cultural social gatherings

7. The Value Usefulness' Attributes

Attribute	Description
Feeling	Profound sense of utility
Passion, priority, what matters	Utility, relevance, functionality, efficiency
Level	Individual
Hierarchy position	Subordinate (assistant)
Orientation (focus)	Inward
Dependency	Independent
Emotional/Rational	Rational
Element	Earth
Type of beauty that resonates	Beauty of utility, neatness
Human Manifestations	Ease of adopting and maintaining a healthy lifestyle and routines, attention to detail, great sorting, labeling, and organizing skills, mastery in utilizing tools and devices to optimize productivity, and passion for practicing tidiness, order, and accuracy
Worldly Manifestations	Routines, infrastructure, tools, health, pets, common sense, customer support, maintenance, libraries, hospitals

8. The Value Play's Attributes

Attribute	Description
Feeling	Profound sense of fun
Passion, priority, what matters	Fun, freedom of expressing oneself
Level	Individual
Hierarchy position	Dominant (center of attention)
Orientation (focus)	Outward
Dependency	Independent
Emotional/Rational	Emotional
Element	Fire
Type of beauty that resonates	Beauty of fun, creativity
Human Manifestations	Sincerity, directness, cheerful disposition, life of the party, creativity, ability to play at any age, desire and ability to be the center of attention
Worldly Manifestations	Entertainment, children, advertising, circus, business ideas, fireworks, celebration, party, Sun

9. The Value Now's Attributes

Attribute	Description
Feeling	Profound sense of being in the present moment
Passion, priority, what matters	Now
Level	Individual
Hierarchy position	Depending on situation
Orientation (focus)	Inward
Dependency	Dependent
Emotional/Rational	Emotional
Element	Water
Type of beauty that resonates	Beauty of the present moment that is ephemeral
Human Manifestations	Healthy adaptability, natural inclination to care for others, akin to a loving mother, grounded in reality, avoiding dwelling on the past or obsessing over the future, ability to cultivate a warm and welcoming environment, both physically and emotionally
Worldly Manifestations	Care, home, coziness, family, country of birth, supply, provision, Moon

10. The Value Curiosity's Attributes

Attribute	Description
Feeling	Profound sense of transmission
Passion, priority, what matters	Cycle of acquiring something new and passing it on
Level	Individual
Hierarchy position	Equal or subordinate
Orientation (focus)	Outward
Dependency	Dependent
Emotional/Rational	Rational
Element	Air
Type of beauty that resonates	Beauty of the symbols and transmissions
Human Manifestations	Curiosity, mobility, proficiency in language skills, competence in driving and operating vehicles and devices, fast processing of information, affinity for novelty, ability to multitask effectively
Worldly Manifestations	Language, study, learning, schools, transportation, delivery, vehicles as moving objects, walking, running, cycling, local travels, neighbors, peers

11. The Value Satisfaction's Attributes

Attribute	Description
Feeling	Profound sense of satisfaction
Passion, priority, what matters	Satisfaction, pleasure
Level	Individual
Hierarchy position	Equal
Orientation (focus)	Inward
Dependency	Independent
Emotional/Rational	Rational
Element	Earth
Type of beauty that resonates	Beauty of the matter and satisfaction
Human Manifestations	Practicality, enjoyment and proficiency in creating and maintaining material beauty, keen sense of satisfaction, appreciation for quality products and the ability to use them for extended period, skills in crafting a beautiful and stable lifestyle
Worldly Manifestations	Material beauty of things and human bodies, satisfying food, weekend brunches, hedonism, finances and other resources

12. The Value Body's Attributes

Attribute	Description
Feeling	Profound sense of the body as moving object
Passion, priority, what matters	Movement, action
Level	Individual
Hierarchy position	Dominant
Orientation (focus)	Outward
Dependency	Independent
Emotional/Rational	Emotional
Element	Fire
Type of beauty that resonates	Beauty of action
Human Manifestations	Assertiveness, pioneering, leadership skills, courage, determination, active lifestyle, taking actions, doing things, tenacity
Worldly Manifestations	Sports, military, weapons, fire, startups, fights, conflicts, challenge, initiative