

The Bulls-Eye Value Survey

Values

Values are the answer to the question: “In a world where you could choose to have your life be about something, what would you choose?” (Wilson & Murrell, 2004, 135). Values are defined as “verbally constructed global desired life consequences” (Hayes, Strosahl and Wilson, 1999; p. 206), or in more simple words: what people find important in life.

Values are chosen actions that can never be obtained but can only be brought into being from moment to moment. They are a direction in life. Assessing the values of clients means helping them becoming aware of directions for their lives that are in line with what is truly important to them. In addition, values can be a starting point for clients to construct goals that promote behaviour in those directions.

Although values are by definition considered to be important (e.g. exercising, spending time with children), the behaviour of clients is often not consistent with their values (e.g., spending more hours in front of the television, working during evening hours, etc.). In order to decrease the discrepancy between values and actual valued living, it is important to create awareness of this discrepancy in the first place. The tool presented in this chapter can be used to increase the client’s awareness of his/her values and the extent to which he/she lives in line with them. It can be a good starting point for making value-based changes in life.

The Bull’s-Eye Values Survey

The Bull’s-Eye Values Survey (BEVS; Lundgren et al., 2012) is a tool that can be used for assessing values, values-action discrepancies, and barriers to value-based living. Both the subscales and total score of the BEVS have been found to measure an independent dimension of psychological functioning that is negatively correlated with depression, anxiety, and stress, and is positively related to psychological flexibility. Research findings imply that the BEVS is sensitive to treatment effects and is capable of differentiating between clients who receive values-based interventions and those who do not. Stability and internal consistency are good.

Author

The current tool was developed by Tobias Lundgren (http://www.researchgate.net/profile/Tobias_Lundgren). Used with permission of the author.

Goal

The goal of the BEVS is to identify and measure personal values, values attainment, and persistence in the face of barriers.

Advice

This assessment tool can be used to assess the current discrepancy between values and actual valued living, but can also be used to measure progress in treatment over time. A big advantage of the BEVS over other value assessment tools is the graphical representation of the discrepancy between the values and valued living. This can be very useful when using the tool for tracking progress over time: comparing different bull’s eye dart boards can give a clear and immediate indication of the client’s progress.

Suggested Reading

Lundgren, T., Luoma, J.B., Dahl, J., Strosahl, K., Melin, L. (2012). The Bull’s-Eye Values Survey: A Psychometric Evaluation. *Cognitive and Behavioural Practice*, 19, 518-526.

Tool Description

Instruction

The bull's eye dart board on (next page) is divided into four areas of living that are important in people's lives: work/education, leisure, relationships and personal growth/health.

1. Work/Education refers to your career aims, your values about improving your education and knowledge, and generally feeling of use to those close to you or to your community (i.e., volunteering, overseeing your household).
2. Leisure refers to how you play in your life, how you enjoy yourself, your hobbies or other activities that you spend your free time doing (i.e., gardening, sewing, coaching a children's soccer team, fishing, playing sports).
3. Relationships refers to intimacy in your life, relationships with your children, your family of origin, your friends and social contacts in the community.
4. Personal growth/health refers to your spiritual life, either in organised religion or personal expressions of spirituality, exercise, nutrition, and addressing health risk factors like drinking, drug use, smoking, weight.

In this exercise, you will be asked to look more closely at your personal values in each of these areas and write them out. Then, you will evaluate how close you are to living your life in keeping with your values. You will also take a closer look at the barriers or obstacles in your life that stand between you and the kind of life you want to live. Don't rush through this; just take your time.

Part 1. Identify Your Values

Start by describing your values within each of the four values areas. Think about each area in terms of your dreams, like you had the possibility to get your wishes completely fulfilled. What are the qualities that you would like to get out of each area and what are your expectations from these areas of your life? Your value should not be a specific goal but instead reflect a way you would like to live your life over time. For example, getting married might be a goal you have in life, but it just reflects your value of being an affectionate, honest and loving partner. To accompany your son to a baseball game might be a goal; to be an involved and interested parent might be the value. Write your value for each area on the lines provided on the space below and on the next page. It is your personal values that are important in this exercise.

Work/education:

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Relationships:

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Leisure:

.....

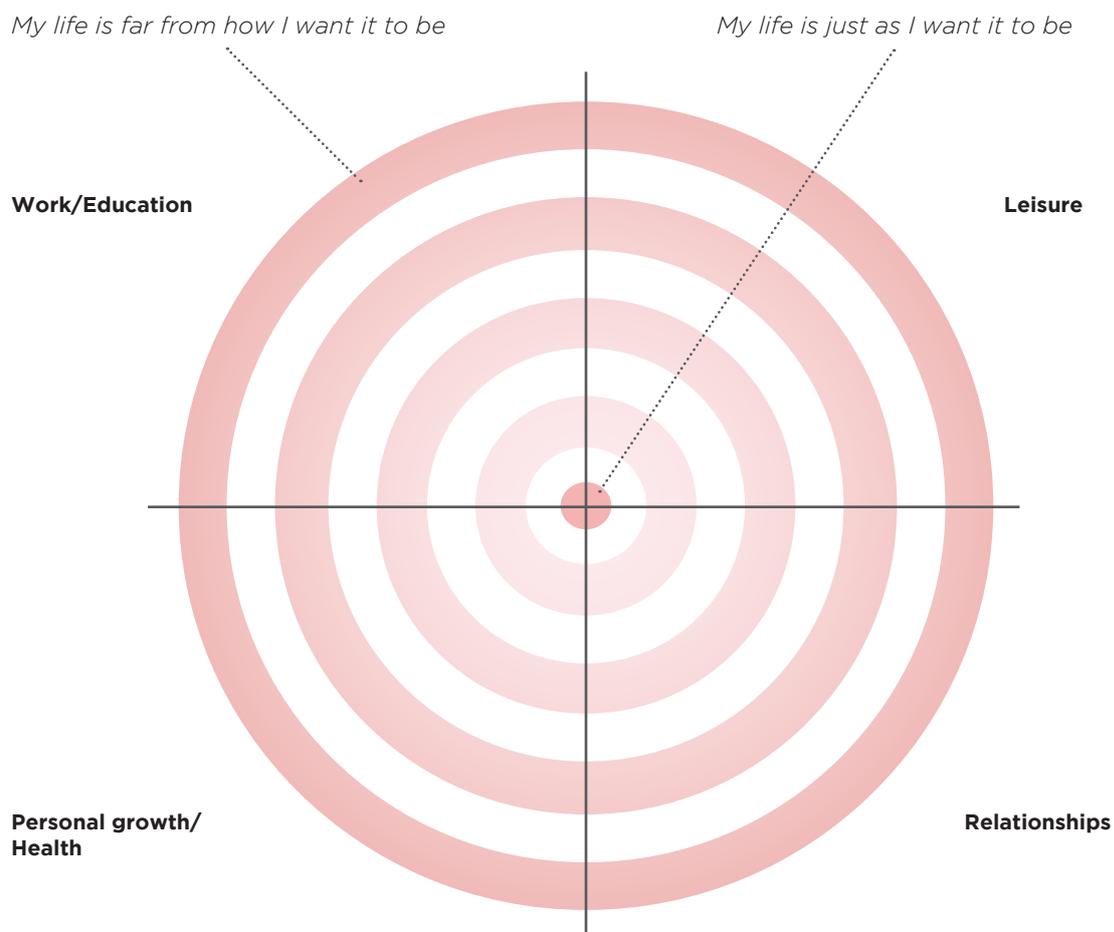
Personal growth/health:

.....

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Now, look again at the values you have written above. Think of your value as “bull’s eye” (the middle of the dart board). “Bull’s eye” is exactly how you want your life to be, a direct hit, where you are living your life in a way that is consistent with your value.

Now, make an X on the dartboard in each area that best represents where you stand today. An X in the bull’s eye means that you are living completely in keeping with your value for that area of living. An X far from bull’s eye means that your life is way off the mark in terms of how you are living your life. Since there are four areas of valued living, you should mark four Xs on the dartboard. Use the dartboard on this page before you go to Part 2 of this exercise.



Part 2. Identify Your Obstacles

Now write down what stands between you and living your current life as you want to, from what you have written in your areas of value. When you think of the life you want to live and the values that you would like to put in play, what gets in the way of you living that kind of life? Describe any obstacle (s) on the lines below.

Obstacle 1:

Obstacle 2:

Obstacle 3:

Obstacle 4:

Now estimate to what extent the obstacle (s) you just described can prevent you from living your life in a way that is in keeping with your values. Circle one number below that best describes how powerful this obstacle (s) is in your life.

1	2	3	4	5	6	7
Doesn't prevent me at all						Prevents me completely

Obstacle 1:	1	2	3	4	5	6	7
Obstacle 2:	1	2	3	4	5	6	7
Obstacle 3:	1	2	3	4	5	6	7
Obstacle 4:	1	2	3	4	5	6	7

Part 3. My Valued Action Plan

Think about actions you can take in your daily life that would tell you that you are zeroing in on the bull's-eye in each important area of your life. These actions could be small steps toward a particular goal or they could just be actions that reflect what you want to be about as a person. Usually, taking a valued step includes being willing to encounter the obstacle(s) you identified earlier and to take the action anyway. Try to identify at least one value-based action you are willing to take in each of the four areas listed below.

Work/education:

Relationships:

Leisure:

Personal growth/health:

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