

BELIEFS, VALUES, ATTITUDES & BEHAVIOURS

Belief

- An internal feeling that something is true, even though that belief may be unproven or irrational

“I believe that people are born good”

Value

- A measure of the worth or importance a person attaches to something; often reflected in the way we live our lives

“I value honesty and speaking plainly”

Attitude

- The way a person expresses or applies their beliefs and values, expressed through words and behaviour

“I appreciate people who are direct and upfront with me”

Behaviour

- What people are able to observe in a tangible manner (external)

“I am frank and direct in my conversations”