

Values Laddering Template

1. Now, for you personally, I'd like to know what you consider the most important attribute of living in your community and region to be. Complete the phrase:

a. To me the single most important benefit of living in my community and region is ...

b. Why is having that in your life so important? What emotional reward do you get from that benefit?

c. And when you have that emotional reward, how does that make you feel?

d. And, ultimately, that is important to you because it gives you a sense of what??

Values Laddering Template

2. Now, for you personally, I'd like to know what you consider the most negative attribute of living in your community and region to be. Complete the phrase:

a. To me the single biggest or most important disadvantage of living in my community and region is ...

b. Why is having that in your life so significant? What emotional penalty do you get from that disadvantage?

c. And when you have that emotional penalty how does that make you feel?

d. And, ultimately, that disadvantage and its emotional penalty give you a sense of what??
