

NLP: What Someone's Values Reveal Before They Say a Word

NLP Mastery House

Purpose

Values are what someone is unconsciously optimising for in a given area of life — and they can be elicited with one repeated question.

The elicitation sequence

1. Pick a life area (work, relationships, money, health).
2. Ask: "What's important to you about [area]?" Write the key words. Then: "What else is important to you about it?" Keep going until answers start repeating — you'll land on five to seven core values.
3. To surface unconscious values: have them recall a moment of real motivation in that area. Rewind to just before it, notice the feeling, then ask what's important about that state.
4. Rank them: which matters most, then next, until the full hierarchy is ordered.

Distinction: the first answers are conscious and come easily. The second and third rounds are slower, less conscious — and usually more significant.

Quick win – five minutes

Pick one life area. Ask yourself "what's important to me about this?" three times in a row, writing each answer before asking again.

Practice this week

Run the full elicitation — including the motivation-memory step — with one other person, in one life area.



"People rarely lie about their values. They just answer with the reason before the real reason — ask twice more and you'll hear it."

— Helen, DSΨ

One next action

- ☐ Elicit your own top five values in one life area this week.

Full training in Module 9 of the NLP Practitioner course.