

# The Values Bridge Impact Survey Report 2025

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# Executive Summary

The 2025 Values Bridge Impact Survey is the largest dataset to date examining how individuals experience the Values Bridge tool (N = 1,390). Respondents represented a diverse sample across gender, age, race/ethnicity, income, industry, and region, with nearly half based in the U.S. and the remainder across Canada, Europe, and the rest of the world.

## Key Findings

- **Strongest Outcomes:** The Values Bridge consistently delivered clarity and resonance. Over 80% of users reported gains in *self-awareness* (alignments), 78% affirmed the *accuracy* of results, and 77% gained *language* to articulate their values. Nearly two-thirds also described a sense of being “seen” by their results.
- **Beyond Reflection:** Middle-tier outcomes scored lower but remained noteworthy. Over half of respondents reported that effects endured over time (duration), and nearly half noted positive influence on *relationships* and *decision-making*.
- **Where Support Matters:** The most demanding outcomes—sustained behavior change, ending misaligned pursuits, and reshaping relationships—scored lowest yet formed the most internally consistent construct. This “coaching challenges” category highlights where external support or structured programming add the greatest value.
- **Demographic Patterns:** Women tended to report higher reflective gains than men, while younger adults reported stronger resonance and relational impact than older cohorts. Race/ethnicity differences were limited but showed higher clarity and tension-awareness among Black and Hispanic participants. Regional differences were modest, though Anglo countries (UK, Australia, New Zealand, Ireland) rated accuracy slightly lower than other groups. Income and marital status showed little variation, underscoring broad applicability across socioeconomic lines.
- **Qualitative Insights:** Open-ended responses reinforced these patterns. Participants described surprise at hidden value conflicts, validation in feeling “seen,” and new language for self-understanding. Many shared shifts in careers, boundaries, and daily life. Others acknowledged barriers—such as cost of the full version, lack of next steps, or difficulty sustaining change—pointing to opportunities for refinement and coaching integration.

## Conclusion

The Values Bridge is more than a self-assessment—it is a catalyst for clarity, resonance, and action. As a stand-alone tool, it reliably provides insight and language. Its deeper promise lies in integration with coaching and structured programming, where users are supported in moving from awareness to sustained change. Future directions include expanding international

accessibility, refining the tool and survey, embedding it in our certification programs, and continued testing of its impact in educational, personal and organizational contexts.

# Introduction

The Values Bridge was designed to give individuals a clearer and more actionable understanding of their personal values, providing not only a ranked list of what matters most but also insight into tensions, alignments, and the authenticity gap between ideal and real life. This white paper reports on the results of the 2025 Values Bridge Impact Survey, the largest dataset to date examining how users experience the tool. Our goal is to share evidence of its strengths, identify areas for improvement, and outline implications for future development.

A number of established frameworks have shaped how individuals and organizations approach self-understanding. Personality inventories such as the Myers-Briggs Type Indicator or the Big Five map enduring traits, helping people make sense of style differences and interpersonal dynamics, but they do not typically connect those traits to questions of purpose or meaning. Strengths assessments such as CliftonStrengths and VIA Character Strengths highlight talents or virtues that can be leveraged in work and life, but their focus is on amplifying what people already do well, not on diagnosing internal tensions or gaps between aspiration and reality. Values frameworks such as those derived from Rokeach or Schwartz surface broad motivational priorities and cultural dimensions, but often at a level of abstraction that makes them harder to translate into concrete choices.

The Values Bridge fills a complementary role by combining clarity with actionability. It not only identifies a person's core values, but also highlights alignments, conflicts, and authenticity gaps—pinpointing where values are well expressed in daily life and where they are not. This makes the Values Bridge distinctive: it links reflection to decision-making, and postures users to apply their values as active drivers of choices about time, energy, and relationships. While the tool can stand alone, it is the flagship assessment within the Becoming You Method, anchoring a broader scaffolded process that helps individuals move from insight to intentional action—often with the support of coaching or structured programming.

The remainder of this report is organized as follows. We first describe the survey sample, methods, and analytic approach. We then present quantitative findings in three domains: overall user ratings of the Values Bridge, differences by demographic groups, and developmental edges where coaching or structured support amplifies impact. Then qualitative findings are presented on what surprised users about the Values Bridge, and how it has (or has not) been applied to life choices and relationships. We conclude with a discussion of implications for individuals, coaches, and organizations seeking to integrate values into personal growth and decision-making.

# Methodology

## Survey Design

The Values Bridge Impact Survey was created to capture both immediate reactions to the Values Bridge experience and the extent to which those effects endure over time. The instrument originally included 23 Likert-scale items, organized into eight conceptual groupings. Each item was rated on a five-point scale (1 = strongly disagree, 5 = strongly agree). In addition, respondents answered three open-ended questions designed to elicit richer qualitative insights, and provided demographic information covering age, gender, income, marital status, industry, and region/country.

Following data collection, item-level analysis was conducted to improve the precision and interpretability of results of the Impact Survey. Three items were removed due to weak psychometric performance (high redundancy or low factor loadings), leaving a final set of 20 Likert items. These were reorganized into nine categories: Accuracy, Language, Self-Awareness: Alignments, Self-Awareness: Tensions, Resonance, Duration, Relationships, Decision-Making, and Coaching Challenges. Each category contained two items, with the exception of Coaching Challenges, which included four items that consistently scored lower but formed the most internally consistent scale.

**Table 1. The Nine Constructs of the Values Bridge Impact Survey**

Category	What It Measures	Example Item (shortened)	# of Items
<b>Accuracy</b>	Measures whether users felt their results were precise, relevant, and a true reflection of who they are. It captures confidence in the tool's validity.	"Results feel accurate and relevant"	2
<b>Language</b>	Captures whether the Values Bridge gave users clear vocabulary to name and explain their values. This is about gaining words and concepts to articulate what matters.	"Given me vocabulary to explain values"	2
<b>Self-Awareness: Alignments</b>	Reflects increased clarity about personal values and recognition of where life choices already fit those values. This is the "positive self-awareness" side, affirming alignment between inner values and outward life.	"Clearer understanding of what matters to me"	2

(Table continues on following page)

**Table 1. The Nine Constructs of the Values Bridge Impact Survey**

Category	What It Measures	Example Item (shortened)	# of Items
<b>Self-Awareness: Tensions</b>	Captures awareness of conflicts between values (e.g., work vs. family, pleasure vs. service). This dimension highlights insights about competing priorities that may drive stress or indecision.	“Made me more aware of internal conflicts”	2
<b>Resonance</b>	Measures the sense of being “seen” and deeply understood by the tool, along with a greater sense of inner alignment. This is the affective impact, the emotional connection to results.	“Insights made me feel seen and understood”	2
<b>Duration</b>	Assesses whether the tool’s effects last beyond the immediate session, deepening over time and sparking long-term shifts in thinking about purpose.	“Sparked a long-term shift in my purpose”	2
<b>Relationships</b>	Captures how Values Bridge results influence communication, boundaries, and closeness in relationships. It reflects interpersonal applications of values clarity.	“Helped me communicate my needs/boundaries”	2
<b>Decision-Making</b>	Reflects practical use of results in making or adjusting life choices and goals. This is the applied impact of values clarity on real decisions.	“Used results to guide a decision”	2
<b>Coaching Challenges</b>	Groups together the most demanding items: sustained behavior change, energy reallocation, stopping misaligned pursuits, and relationship transformation. These are areas where users often need accountability, coaching, or structured support to fully realize change.	“Maintained changes in behavior”	4

## Sample

A total of N = 1,390 participants completed the survey. All respondents had previously completed the Values Bridge assessment and were invited to take the follow-up survey in July and August 2025, within four months of completing their assessment. On average, participants completed the survey 60 days after their Values Bridge session (range: 0-120 days). Participation was voluntary, and respondents received a free digital workbook as an incentive.

Respondents were included if they completed all 20 Likert-scale items. Incomplete surveys were excluded, though partial responses to qualitative or demographic items were retained.

Respondents represented a diverse set of backgrounds. The sample skewed female (58%), with most participants between ages 35–54. About 40% reported being married, while 16% were single and smaller shares identified as divorced, in domestic partnerships, or widowed. Nearly half of respondents resided in the United States, with additional representation from Canada, other Anglophone countries (e.g., UK, Australia, New Zealand), Europe, and a smaller group from countries all over the world. The racial composition was predominantly White (54%), alongside Asian (5%), Hispanic/Latinx (4%), Black (2%), and multiracial or other backgrounds. Respondents were relatively affluent: more than a quarter reported household incomes above \$150,000 annually, with another 27% between \$50,000–149,999. They also worked across a range of industries, most commonly education (12%), healthcare (8%), technology (8%), and finance (5%), with others spread across media, retail, manufacturing, and additional sectors. A detailed demographic distribution is provided in the Appendix.

## Analysis

### Quantitative

Analysis focused on both psychometric validation and descriptive reporting.

- **Item refinement:** Exploratory Factor Analysis (EFA) was conducted to explore the latent structure of the 23 impact survey items. A three-factor solution emerged (clarity/recognition, alignment/action, and conflict insight). For user-facing reporting, however, items were reorganized into nine practitioner-friendly categories.
- **Redundancy checks:** Pearson’s  $r$  correlations were examined for all item pairs. Items with  $r > .70$  were flagged as redundant and considered for removal. Three items were dropped on this basis.
- **Reliability:** Cronbach’s  $\alpha$  was used for multi-item categories, and inter-item correlations for two-item pairs. Reliability estimates ranged from .65 to .83. Notably, *Coaching Challenges* produced the highest reliability ( $\alpha = .827$ ), suggesting that although the items covered disparate behaviors (from reallocating energy to improving relationships), they cohered as a shared domain of “effortful action.”
- **Descriptive statistics:** For each category, we calculated means, standard deviations, and Top-2-Box percentages (the proportion of respondents selecting “agree” or “strongly agree”).
- **Demographic comparisons:** Group differences were examined by age, gender, income, and industry using t-tests and one-way ANOVAs. Effect sizes were reported alongside statistical significance to provide context for practical impact.

## Qualitative

Three open-ended questions captured user experiences in their own words:

1. *Which part of the Values Bridge felt most surprising, and why?*
2. *What's one decision you made differently because of your Values Bridge results?*
3. *How has your Values Bridge results influenced your relationships, if at all?*

These responses were analyzed using a two-step coding process: open coding (identifying recurring concepts in participants' language) followed by axial coding (organizing related codes into broader themes). This approach highlighted the concrete ways in which users were surprised by their results, applied them, and how the tool influenced their relationships. Dominant themes for each question are presented in thematic matrices, tables explaining the themes with representative quotes. Representative quotes were lightly edited for readability while preserving original meaning.

## Summary of Methods

This combination of quantitative and qualitative analysis provided both rigor and depth. The quantitative results offered reliable measurement across nine dimensions in Table 1, while the qualitative responses and thematic matrices provided context, illustrating how participants translated values clarity into lived experiences. Together, the methods capture both the strengths of The Values Bridge in producing clarity and resonance, and the areas where external support may be most helpful for lasting change.

# Quantitative Findings

Across the 1,390 respondents, The Values Bridge consistently demonstrated meaningful impact across nine categories. Table 2 summarizes the mean ratings (on a 1-5 scale) and the proportion of users who agreed or strongly agreed with each statement cluster. Descriptions of each of the nine categories were presented in Table 1.

**Table 2. Results of Values Bridge Impact Survey Across 9 Categories**

Category	Mean (1-5)	% Agree/Strongly Agree	Rank
Self-Awareness: Alignments	4.17	81.9	1
Accuracy	4.08	78.2	2
Language	4.06	76.6	3
Self-Awareness: Tensions	3.94	70.0	4
Resonance	3.79	65.0	5
Duration*	3.59	56.3	6
Relationships	3.34	49.5	7
Decision-Making	3.28	44.3	8
Coaching Challenges	3.15	34.8	9

Note: \*Duration is calculated only for those who took the Values Bridge at least 30 days prior to taking the Impact Survey.

## Clarity and Resonance

The strongest effects emerged in domains related to clarity and self-recognition in the tool. *Self-Awareness: Alignments* (M = 4.17, 82%) was the highest-scoring category, reflecting the extent to which users felt the Values Bridge helped them identify what matters most and recognize existing alignment in their lives. *Accuracy* (M = 4.08, 78%) and *Language* (M = 4.06, 77%) followed closely, showing that users trusted the assessment’s validity and gained useful vocabulary for explaining their values.

Two additional domains reflected more moderate but still notable outcomes. *Self-Awareness: Tensions* (M = 3.94, 70%) captured new awareness of value conflicts, such as competing demands between work and family or pleasure and service. *Resonance* (M = 3.79, 65%)

indicated that a majority of users felt “seen” or understood by their results, suggesting that the tool produces emotional as well as cognitive impact.

## Application of Insights

Scores were lower in categories tied to applying insights over time and in daily life. *Duration* (M = 3.59, 56%) suggested that just over half of respondents felt the assessment’s effects deepened with time or helped guide later decisions. This would typically require returning to one’s results at a later time, or setting up a method for using one’s results in ongoing reflection. It is worth noting that a small proportion of participants had taken the Values Bridge within days of completing the impact survey, limiting their possibility of noticing substantive duration to its impact. *Relationships* (M = 3.34, 50%) showed more mixed outcomes: while many participants reported improved communication or boundary setting, fewer experienced substantial relational change. *Decision-Making* (M = 3.28, 44%) indicated that not all respondents translated clarity into concrete choices or goal adjustments.

These findings suggest that while the Values Bridge reliably provides clarity, sustaining its impact requires revisiting results and actively integrating them into decision-making processes.

## Coaching Challenges

The lowest-scoring category, Coaching Challenges (M = 3.15, 35%), captured the most demanding forms of change: reallocating time and energy, maintaining new habits, ending misaligned pursuits, and transforming close relationships. Although these items span different life domains, they formed the most internally consistent construct of all nine categories (Cronbach’s  $\alpha = 0.827$ ). This reliability indicates that participants experienced them as part of a shared domain of *effortful* action.

**Table 3. Coaching Challenges: Items and Scores**

Item	Mean	% Agree/Strongly Agree
I’ve made changes in how I spend my time or energy to better reflect my Values Bridge results.	3.15	38.71
I’ve maintained changes in behavior or decision-making inspired by the results of the Values Bridge.	3.16	36.62
I’ve stopped pursuing something that no longer aligns with what matters most to me based on my Values Bridge results.	2.97	32.37

(Table continues on following page)

**Table 3. Coaching Challenges: Items and Scores**

Item	Mean	% Agree/Strongly Agree
Understanding my values through my Values Bridge results has improved at least one close relationship.	2.97	31.65

Notes: Items are ordered by average score. Lower averages indicate greater difficulty to achieve.

The combination of low averages and strong consistency highlights an important insight: clarity about one’s values is not always sufficient for lasting change. Many participants could name and articulate what mattered most to them, but translating that insight into sustained behavior required overcoming entrenched habits, family expectations, or structural constraints. In other words, the Values Bridge often provided the *spark of awareness*, but follow-through was harder to maintain without external scaffolding.

These findings point to a natural boundary of self-guided reflection and underscore where coaching, accountability, or structured programs—such as participating in the entire [Becoming You Method](#)—can be especially impactful.

Qualitative responses add depth to this pattern. Some participants described the process of acting on their values as empowering even if emotionally taxing:

***“I am finally able to speak my mind and set my boundaries. Values Bridge honestly helped me in finding better ways in building all relationships, including my marriage.”***

Others acknowledged that sustaining change required more than clarity alone:

***“I’ve maintained some changes, but it’s been hard to keep the momentum. Without reminders or accountability, it’s easy to slide back into old patterns.”***

Still others expressed awareness without consistent application:

***“It hasn’t really influenced my relationships yet. I know what I want to change, but actually doing it is a different story.”***

The quantitative scores and qualitative reflections suggest that Coaching Challenges represent the frontier where insight meets resistance. The Values Bridge helps participants clarify what matters most, but meaningful and sustained transformation often depends on additional supports—whether coaching, peer accountability, or structured programming—that help people bridge the gap between knowing their values and consistently living them.

## Who Benefits Most? (Demographics)

### Gender Differences

For this analysis, only men and women were compared; non-binary participants were excluded due to their small sample size, which would not allow for reliable statistical testing.

Across the nine categories, women scored modestly higher than men on most measures. The differences were statistically significant in six areas, all of which relate to reflective outcomes: Self-Awareness: Alignments (W: 4.25, M: 4.05), Accuracy (W: 4.17, M: 4.00), Language (W: 4.16, M: 4.03), Self-Awareness: Tensions (W: 4.03, M: 3.84), Resonance (W: 3.90, M: 3.61), and Duration (W: 3.61, M: 3.43) [ $p < .05$  for each]. In these domains, women were more likely than men to report that the Values Bridge gave them clarity, helped them recognize internal conflicts, deepened their sense of alignment, and continued to shape their thinking over time.

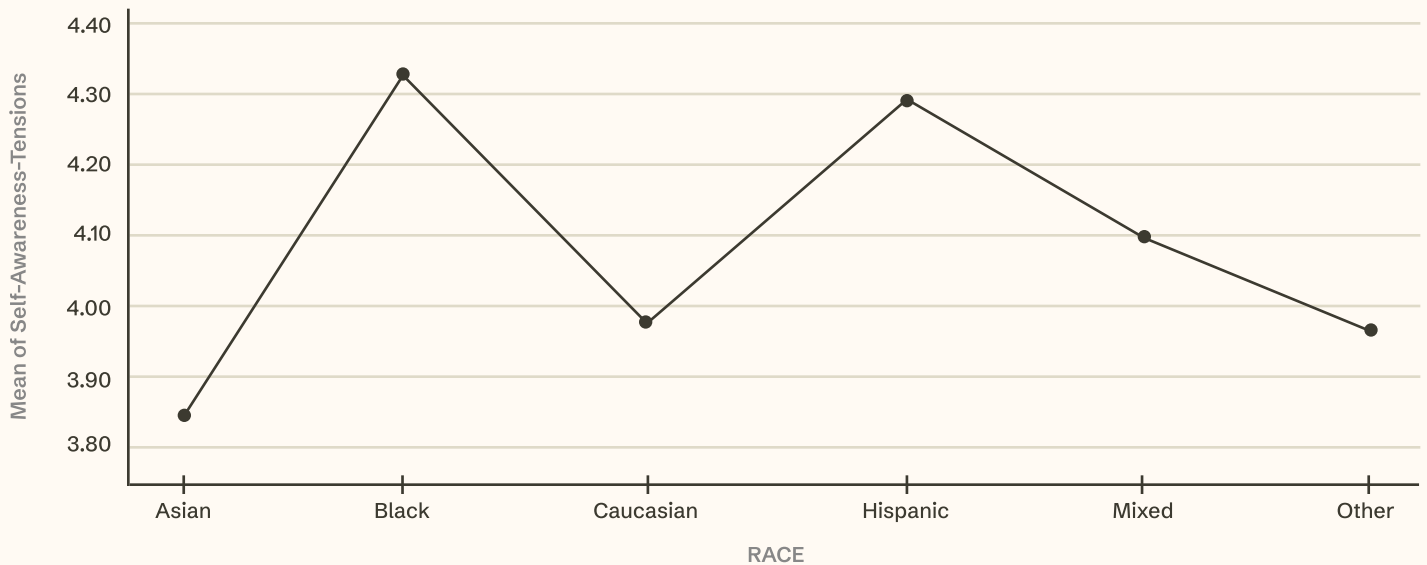
By contrast, there were no statistically significant gender differences in the more applied categories of Relationships, Decision-Making, and Coaching Challenges. Men and women reported similar levels of using their results to guide decisions, share with others, or attempt effortful behavior changes. In short, women showed stronger gains in reflective insight, while men and women engaged at comparable levels when it came to applying those insights in daily life.

### Race/Ethnicity Differences

The ANOVA results indicated that race/ethnicity differences were limited to two categories: Self-Awareness: Alignments and Self-Awareness: Tensions. No statistically significant differences emerged in the other seven categories, including Accuracy, Language, Resonance, Duration, Relationships, Decision-Making, or Coaching Challenges.

For Self-Awareness: Alignments, scores were generally high across all groups, but Black and Hispanic respondents reported somewhat higher averages ( $M = 4.52$  and  $4.26$ , respectively) compared with Asian and “Other” respondents ( $M = 4.02$  and  $4.06$ ). Caucasian and Mixed respondents fell in between.

A similar pattern appeared in Self-Awareness: Tensions, where Black ( $M = 4.32$ ) and Hispanic ( $M = 4.29$ ) respondents again reported higher awareness of internal value conflicts than Asian ( $M = 3.84$ ) or “Other” ( $M = 3.92$ ) respondents, with Caucasian and Mixed groups in the middle range (see Figure 1).



**Figure 1. Self-Awareness-Tensions of Values Bridge by Racial Group**

Although the differences are modest, they suggest that users from Black and Hispanic backgrounds may be especially likely to experience the Values Bridge as heightening both recognition of values alignment and awareness of tensions. It is possible that these tools resonate differently depending on cultural or lived experience, though further research would be needed to explore these dynamics in depth.

It is also worth noting that sample sizes varied across racial/ethnic groups, with some smaller categories such as Black respondents ( $n = 28$ ) and Hispanic respondents ( $n = 48$ ). These results should therefore be interpreted cautiously, as smaller samples can inflate or obscure apparent differences.

### Household Income and Marital Status

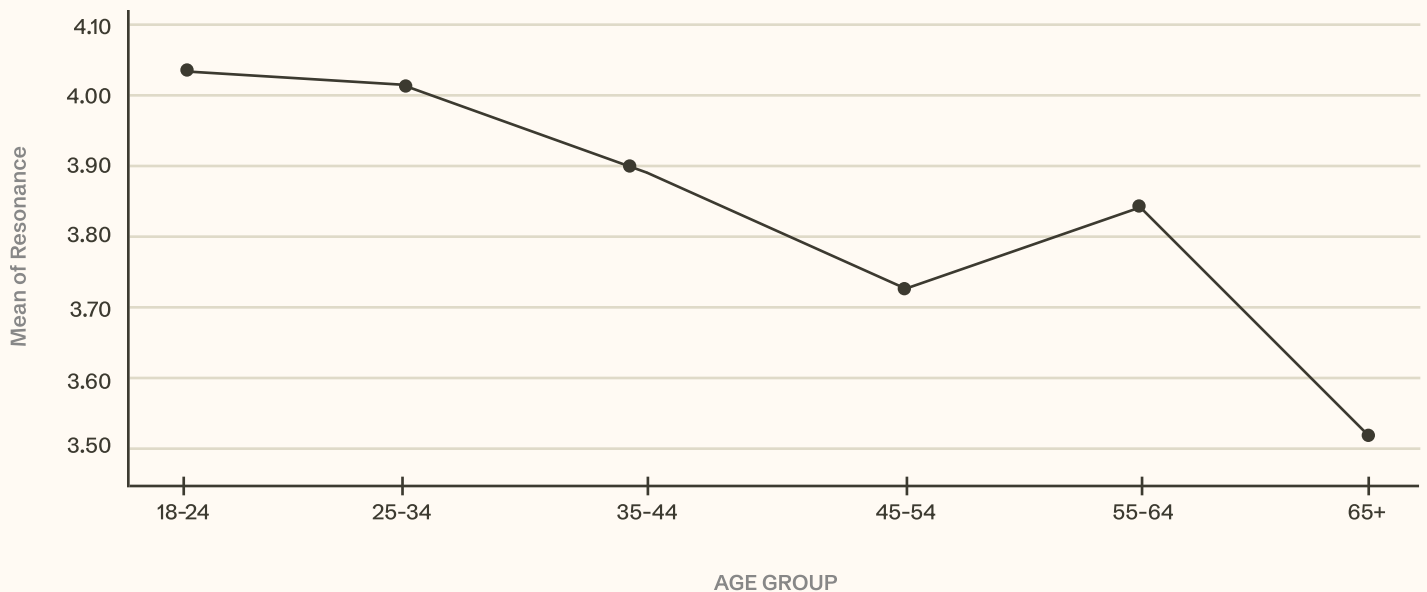
Neither household income nor marital status produced meaningful variation in Values Bridge outcomes. Across all nine categories, income levels were not associated with statistically significant differences, even when contrasting the lowest and highest income groups in isolation. Similarly, marital status did not yield differences across most categories. The only exception was that married respondents rated the *accuracy* of their results modestly higher than single respondents, (4.17 to 4.05 respectively [ $p < .05$ ]), though the effect was small. Overall, these findings suggest that the perceived impact of the Values Bridge was consistent across socioeconomic and relationship-status lines.

### Age Differences

When examining age, we looked first at the full six-category breakdown (18-24, 25-34, 35-44, 45-54, 55-64, 65+). In that model, four constructs showed statistically significant variation: Self-Awareness: Alignments, Language, Resonance, and Relationships. No significant differences

emerged for Accuracy, Self-Awareness: Tensions, Duration, Decision-Making, or Coaching Challenges.

The general pattern suggests that younger respondents (particularly those under 35) tended to report slightly higher averages on reflective categories—especially Alignments and Language—while older respondents reported lower scores on Resonance and Relationships. For example, Resonance averaged above 4.0 for those under 35 but declined steadily across middle and later life stages, reaching 3.52 among those 65 and older (see Figure 1). Similarly, Relationship impact was rated highest by younger cohorts (18-24: 3.69 and 25-34: 3.62) and lowest by older ones (65+: 3.10).



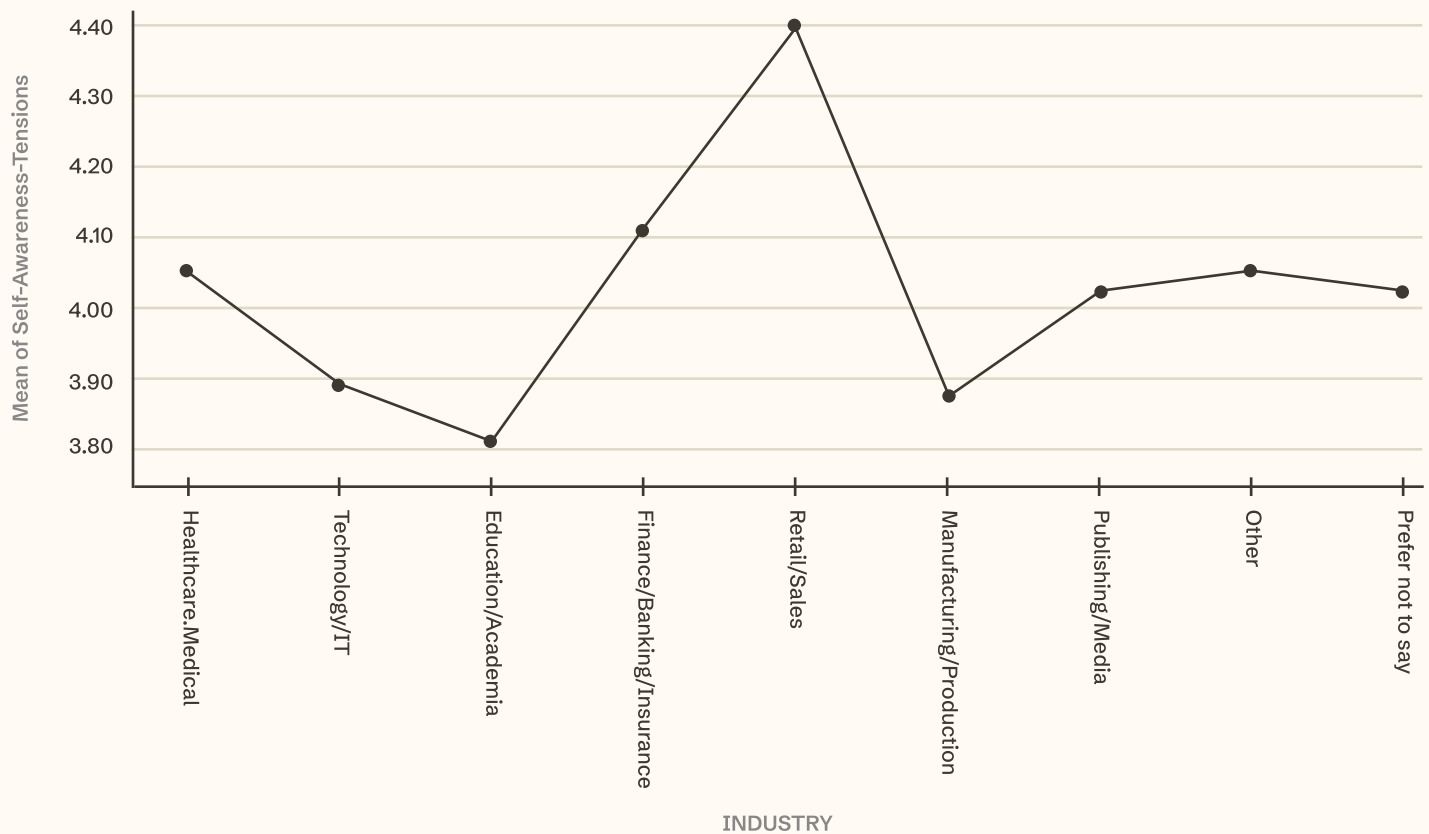
**Figure 2. Resonance of Values Bridge by Age Group**

Because of smaller numbers at the tails ( $n = 21$  for ages 18-24,  $n = 61$  for ages 65+), we also examined a three-group model that consolidated respondents into emerging/young adults (18-34), mid-life adults (35-54), and older adults (55+). In this model, two constructs remained statistically significant: Resonance and Relationships, with similar patterns of decline across the age spectrum.

These results may reflect cohort or life-stage dynamics. Younger adults may be in a period of identity exploration where the tool’s vocabulary and sense of being “seen” are particularly powerful, while older adults may feel their values are already more established, leading to lower incremental impact. At the same time, the decline in relationship-related scores with age may indicate differences in how openly values are discussed across generations.

## Industry

Industry differences were modest overall. ANOVA results indicated significant variation only for Self-Awareness: Tensions ( $F(8, 983) = 2.30, p = .019$ ), see Figure 3.



**Figure 3. Self-Awareness-Tensions by Industry**

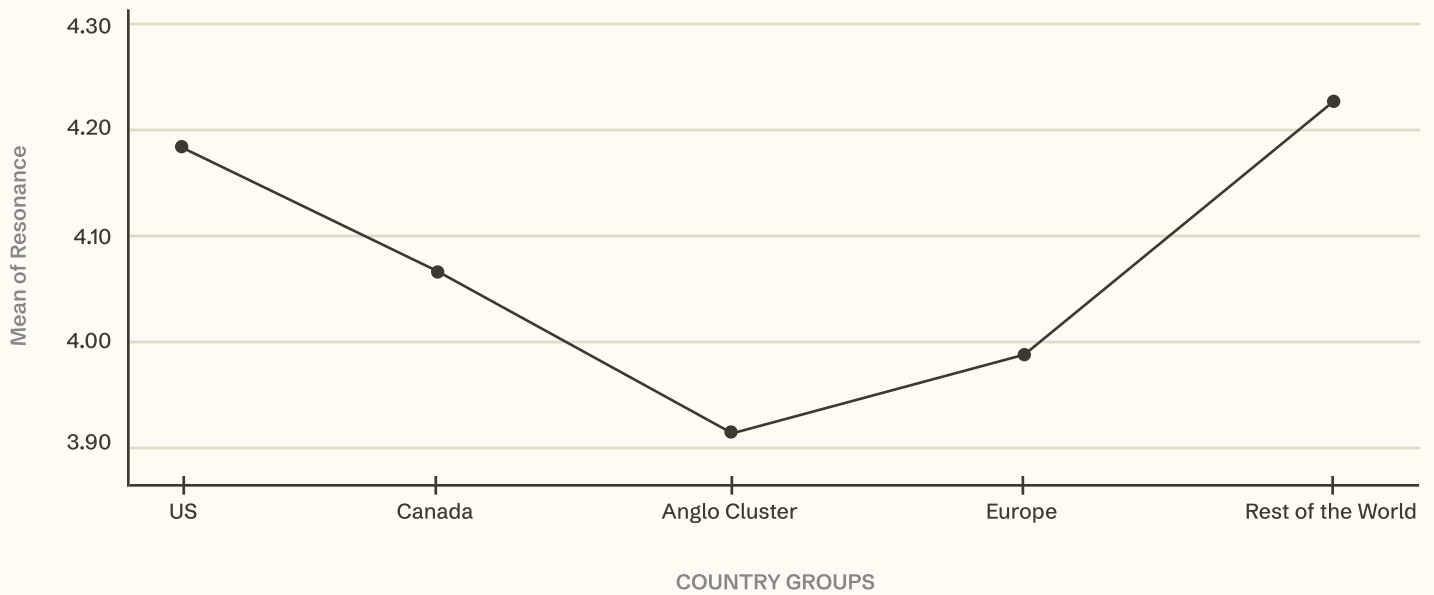
Across other categories, differences by industry were not statistically significant. Descriptively, participants in retail/sales tended to report somewhat higher means across several dimensions, while those in manufacturing/production tended to report lower means, though these patterns did not consistently reach significance. This suggests that while workplace context may shape certain self-awareness challenges, or openness to tools like the Values Bridge, most dimensions appear broadly similar across industries.

### Country Differences

We grouped countries into five clusters to balance cultural similarity and sample size: United States ( $n = 608$ ), Canada ( $n = 51$ ), Anglo Cluster ( $n = 78$ ; UK, Australia, New Zealand, Ireland, and other small Anglo territories), Europe ( $n = 81$ ; Western and Eastern European countries), and Rest of the World ( $n = 46$ ; Asia, Africa, Latin America, and Middle East).

ANOVAs revealed a significant effect for Accuracy ( $F(4, 859) = 3.52, p = .007$ ). As shown in Figure 4, respondents in the Anglo Cluster reported the lowest perceptions of accuracy ( $M = 3.92$ ), whereas respondents from the Rest of the World cluster reported the highest ( $M = 4.24$ ). ANOVAs revealed a significant effect for Accuracy ( $F(4, 859) = 3.52, p = .007$ ). As shown in Figure 4, respondents in the Anglo Cluster reported the lowest perceptions of accuracy ( $M = 3.92$ ), whereas respondents from the Rest of the World cluster reported the highest ( $M = 4.24$ ). The U.S. ( $M = 4.18$ ) and Canada ( $M = 4.07$ ) were closer to the overall mean, and Europe ( $M =$

3.99) fell in between.



**Figure 4. User Perceived Accuracy of Values Bridge by Country Group**

No other dimensions reached statistical significance. Taken together, these findings suggest the tool performs consistently across regions, but the relatively lower ratings from the Anglo Cluster are noteworthy. This could reflect cultural expectations for precision in English-speaking but non-U.S. contexts, or subtle differences in interpretation of the tool's feedback. While exploratory, this pattern points to potential opportunities to refine the tool's accessibility and resonance for international English-speaking audiences.

# Qualitative Findings

The qualitative results are drawn from three open-ended prompts, examined one-by-one here. First, respondents wrote about what surprised them about their results, then the impact of the results on their decision-making, and finally, the impact of their results on their relationships. These responses provide texture and nuance to the survey findings, revealing not only what users found most powerful but also the challenges some encountered in applying the tool. We include the full range of responses—positive, neutral, and critical—in the interest of transparency and to guide ongoing refinement of the Values Bridge and its integration with coaching support.

## Q1. What Surprised Values Bridge Users

Participants were asked, *“What if anything, surprised you about your Values Bridge results?”*

This question aimed to capture moments of self-discovery, unexpected insights, and points of resistance that emerged as participants reflected on their results. Responses varied widely, ranging from strong affirmations of what participants already suspected about themselves, to revelations about value conflicts or misalignments, to skepticism or confusion about certain aspects of the tool.

**Table 4. Thematic Matrix of “Surprising Insights” from Values Bridge Impact Survey**  
**Written Responses**

Theme	Count (%)	Theme Description	Representative Quotes
<b>Unexpected Value Placement</b>	430 (29%)	Surprise at which values ranked high/low: esp. Beholderism, Eudemonia, Voice, Affluence, Family, Workcentrism. Often validating once explained.	“Beholderism was my top value, I never thought of myself as superficial, but it makes sense given my love of art and culture.” / “Familycentrism was so low even though I live for my kids — that felt shocking.”
<b>Conflicts, Tensions &amp; Authenticity Gaps</b>	425 (28%)	Many were surprised by large misalignments between lived vs. ideal values, or direct conflicts between core values. Sometimes experienced as painful but clarifying.	“Realizing I had sacrificed four of my top values on the altar of Affluence.” / “I knew I wasn’t aligned, but having it spelled out in front of me was overwhelming.”

(Table continues on following page)

**Table 4. Thematic Matrix of “Surprising Insights” from Values Bridge Impact Survey Written Responses**

Theme	Count (%)	Theme Description	Representative Quotes
<b>Vocabulary &amp; Conceptual Reframing</b>	225 (15%)	Surprise at the language itself: learning that concepts like Beholderism, Radius, Scope, or Eudemonia are 'values.' Helped people reframe traits or habits as values.	“I had never thought of values harmony before and it surprised me.” / “The definition of values — I had been misidentifying them as virtues or personality traits.”
<b>Accuracy &amp; Feeling Seen</b>	175 (12%)	Many described the assessment as 'scary accurate' or 'the most seen I've ever felt.' Others were surprised by the clarity of descriptions.	“I was genuinely shocked about how accurate it was.” / “The wording of Scope was exactly what I've written in my journal — I felt so validated.”
<b>Misalignment Realization</b>	160 (11%)	Surprised to see just how far off their current life is from their stated values. Some described guilt or wake-up calls, others relief.	“That I am living a completely incongruent life.” / “My gaps! I didn't know they were so large.” / “I thought I was aligned, but the results showed otherwise.”
<b>No Surprises / Can't Recall</b>	65 (4%)	A minority said nothing surprised them, or they couldn't remember specifics.	“Nothing really surprised me, it just confirmed what I already knew.”
<b>Comparisons &amp; Change Over Time</b>	48 (32%)	Insights about retaking the assessment, values shifting over life stages, or comparisons with partners/spouses.	“My twin flame girlfriend has the exact same top 4 values in the same order — what are the odds?” / “It changed slightly over 6 months, which was interesting to see.”
<b>Spirituality / Cosmos Surprises</b>	30 (2%)	Some found spirituality unexpectedly important (or unexpectedly low), especially among those less religious.	“Cosmos was last, but I wear saints and angels every day — that surprised me.” / “Faith plays a deeper role in who I am than I realized.”

*Note: Counts and percentages are approximate. Some responses were coded into multiple themes, while others were too rare to be shown. Results should be read as relative weights across themes, with quotes offering illustrative examples.*

Overall, the most common surprises centered on value conflicts and authenticity gaps. Many participants reported being startled to see the extent of their misalignment with core values, or to recognize tensions between values they held simultaneously (e.g., achievement vs.

eudaimonia, affluence vs. non sibi). Others were surprised by the specific ranking of values, often discovering that traits they assumed to be peripheral—such as Beholderism, Voice, or Place—were actually central drivers. For some, the language of the assessment itself was revelatory, as it provided a new vocabulary to articulate long-felt but unnamed aspects of their identity.

A smaller but notable portion of responses expressed skepticism or dissatisfaction, often tied to limited access in the free version or a sense that results did not fully resonate. Even in these cases, however, the exercise sparked reflection on what participants believed to be their authentic priorities.

Taken together, these responses underscore the diagnostic power of the Values Bridge: it not only validates what individuals already sense about themselves but also surfaces hidden conflicts, reframes overlooked values, and provides language that participants find both clarifying and sometimes destabilizing. The presence of surprise, even when mixed with doubt, suggests the tool is effective at disrupting default assumptions and prompting deeper reflection.

## **Q2. Values Bridge User Results on Decision-Making**

Participants were asked, *“Since completing the Values Bridge, what decisions (large or small) have you made differently?”*

Responses were open-ended and covered a wide range of life domains, from career pivots to daily routines, family and relationship choices, volunteer activities, and reflections on self-acceptance. Many respondents described concrete behavioral changes (e.g., changing jobs, setting boundaries, starting creative projects), while others expressed how the Values Bridge provided validation, confidence, or language to understand their past and future choices. At the same time, a substantial share of respondents reported not applying the results yet, either because they had only recently taken the assessment, were still reflecting, or encountered barriers to acting on the insights.

**Table 5. Thematic Matrix on “Decision Changes” from Values Bridge Impact Survey Written Responses**

Theme	Count (%)	Theme Description	Representative Quotes
<b>Career Decisions &amp; Job Search</b>	350 (31%)	Career pivots, role changes, job search strategies influenced by values alignment.	“I did not accept a job that did not align just for expediency and flexibility.” / “I’m working to find a career that better fits my values and priorities... hoping to find a career where I can succeed instead of finding a way to survive.”
<b>Non-Use &amp; Barriers</b>	290 (26%)	Participants reported not applying results, confusion, frustration with free vs. paid version, or life circumstances preventing use.	“I haven’t made any decisions differently yet, but my results have helped me understand and feel more at peace with decisions I had already made.” / “I’m having trouble honoring my values because I’m not meeting my own basic, Maslow level needs right now... being unemployed and searching for 2 years puts work at the center of my life.”
<b>Daily Life Adjustments &amp; Time Use</b>	165 (15%)	Time use, family balance, hobbies, health, and day-to-day intentionality.	“Putting work away to spend time with my children.” / “Being deliberate with my time and effort; this means saying no more and yes less often.”
<b>Relationships &amp; Communication</b>	125 (11%)	Conversations with spouses, family, partners; negotiating tensions.	“My husband and I sat down and talked about our results which helped clear up a lot of tension between us.” / “Committing to adjusting my communication style with my partner.”
<b>Self-Acceptance &amp; Identity Reframing</b>	110 (10%)	Validating values (e.g., Beholderism, Workcentrism), reducing guilt, embracing authenticity.	“I realized it was ok that I valued beauty for the sake of beauty... I’m willing to sacrifice on size so I can spend more on design.” / “I feel less bad about my longer work hours. I like working and work centrism is in my top 5.”

(Table continues on following page)

**Table 5. Thematic Matrix on “Decision Changes” from Values Bridge Impact Survey Written Responses**

Theme	Count (%)	Theme Description	Representative Quotes
<b>Creative / Expressive Pursuits</b>	90 (8%)	Pursuing creative outlets like writing, podcasts, acting, art.	“Owning my voice — starting a podcast of my own!” / “Voice was my number one value... I have since moved towards my love, which is writing, as well as painting.”
<b>Education &amp; Professional Development</b>	65 (6%)	Career pivots, role changes, job search strategies influenced by values alignment.	“I pivoted and applied to and accepted a Project Management program. My goal is to incorporate PM into Interior Design / creative fields.” / “I decided to take a different continuing education course to broaden my knowledge base.”
<b>Volunteering / Service / Community Impact</b>	65 (6%)	Participants reported not applying results, confusion, frustration with free vs. paid version, or life circumstances preventing use.	“I signed up to get trained for CPR at my work to align with my Non Sibi value.” / “I started volunteering at a local food bank.”
<b>Spirituality &amp; Reflection</b>	165 (15%)	Time use, family balance, hobbies, health, and day-to-day intentionality.	“I decided to resume attending church. I realized I missed the spiritual community.” / “Investing more time into my spiritual practice.”
<b>Lifestyle / Place / Retirement Choices</b>	125 (11%)	Conversations with spouses, family, partners; negotiating tensions.	“I realized that my reluctance to accept my permanent Place to live was having a negative impact on my life.” / “I decided to retire... this helped me solidify the decision and feel peaceful about it.”

*Note: Counts and percentages are approximate. Some responses were coded into multiple themes, while others were too rare to be shown. Results should be read as relative weights across themes, with quotes offering illustrative examples.*

The data reveal that the largest area of impact was career decision-making: nearly one in three respondents described changes in job search strategies, role selection, or long-term career direction. For many, the Values Bridge offered a framework for saying “no” to opportunities misaligned with their values, even when they promised financial or status benefits.

Next, about a quarter of responses fell into non-use or barriers. These included respondents

who had not yet made changes, those who only completed the free version and found it limited, or those whose life circumstances (e.g., unemployment, caregiving, financial strain) constrained their ability to act. This highlights both the opportunity and the challenge: while many found the framework clarifying and actionable, others require more scaffolding, support, or time to move from reflection to change. This pattern is consistent with the quantitative findings, where decision-making outcomes scored lower than clarity-focused categories, reinforcing the idea that applying values in concrete life choices is a harder step than gaining awareness alone.

The third most common theme involved adjustments to daily life and time use, with about 15% reporting new habits or boundary-setting that made space for family, health, hobbies, or rest. These often overlapped with themes of relationships and communication (11%), as respondents described conversations with spouses, partners, or family members where the Values Bridge provided shared language to resolve tensions.

Roughly one in ten respondents highlighted self-acceptance and identity reframing, especially around values that previously felt shallow or guilt-inducing (e.g., Beholderism, Workcentrism). In this sense, the Values Bridge appears to help reduce self-judgment and empower authenticity.

Smaller but meaningful shares of respondents reported acting on values in domains such as creative or expressive pursuits (8%), education and professional development (6%), volunteering and service (6%), spirituality (4%), and lifestyle/retirement decisions (4%).

Overall, these findings suggest that the Values Bridge most powerfully influences career trajectories and daily patterns of choice, while also equipping individuals with a language of self-acceptance that can ripple into relationships, creativity, and community engagement. At the same time, barriers to use remind us that tools like the Values Bridge may need ongoing supports, examples, or coaching to fully translate insight into action.

### **Q3. Values Bridge User Results on Relationships**

Participants were asked, “Have your Values Bridge results influenced your relationships?”

This question invited reflection on whether the assessment had shaped interactions with partners, family members, friends, colleagues, or even their relationship with themselves.

**Table 6. Thematic Matrix on “Relationship Impacts” from Values Bridge Impact Survey  
Written Responses**

Theme	Count (%)	Theme Description	Representative Quotes
<b>No Influence / Not Yet</b>	410 (37%)	Largest category. Respondents often noted they had not yet acted on their results, were still reflecting, or only used the free/abridged version.	“Not yet, as I haven't yet internalized the results.” / “It has not impacted any of my relationships.”
<b>Spouse / Partner Conversations</b>	290 (26%)	Shared results with spouse/partner, improving dialogue, alignment, and decision-making. Includes both positive (better understanding) and negative (conflict surfaced) accounts.	“My husband also took the Values Bridge assessment and 4 of our core values are the same, just not in the same order.” / “It explained why we are often in conflict and helped me understand where he was coming from.”
<b>Marriage / Family Strengthening</b>	175 (16%)	Greater empathy, shared activities, or strengthened bonds across immediate/extended family.	“I've had multiple friends and family members take the Values Bridge, and now I have a deeper understanding of what matters to them.”
<b>Boundary Setting / Relationship Filtering</b>	135 (12%)	Clearer limits, letting go of misaligned relationships, prioritizing reciprocity.	“I feel I'm better at setting boundaries and being authentically myself with my loved ones.” / “No wonder those relationships felt strained, we didn't share aligned values.”
<b>Friendships &amp; Peer Groups</b>	130 (12%)	Values Bridge used as a conversation starter or to reflect on differences with friends. Often described as deepening conversations or providing mutual insight.	“My best friend and I have both taken Values Bridge and often discuss our results.”
<b>Improved Self-Relationship</b>	125 (11%)	Described changes in self-acceptance, self-talk, and feeling more authentic.	“It changed my relationship with myself because it made me realize there's no one way to be or a way I'm 'supposed' to feel.”
<b>Confidence / Clarity / Personal Growth</b>	120 (11%)	More assured and unapologetic in relationships, decisions, and priorities.	“It's helped me be more confident and unapologetic about who I am.” / “I'm more self-aware, which makes me show up more authentically.”

(Table continues on following page)

**Table 6. Thematic Matrix on “Relationship Impacts” from Values Bridge Impact Survey  
Written Responses**

Theme	Count (%)	Theme Description	Representative Quotes
<b>Shared Language &amp; Vocabulary</b>	110 (10%)	Values Bridge provided new terms to explain needs, differences, and decisions.	“It has given me clearer vocabulary to describe the tensions between values that I feel.” / “The results helped me explain to my partner why I need Affluence for security.”
<b>Parent / Child Dynamics</b>	105 (9%)	Explicit mentions of children, parenting, caregiving, or intergenerational differences.	“I have learned how to be a more honest and transparent parent in my communication with those that I am closest with.” / “Made me realize how family-centered I am.”
<b>Conflict Recognition &amp; Management</b>	105 (9%)	Surfaced value-based conflicts or tensions; some reported greater patience, others noted strain.	“It has strained my relationship with family members that don't share the same values that are clear to me now.”
<b>Workplace / Teams / Professional</b>	95 (9%)	Used with colleagues, bosses, or clients to clarify needs and perspectives.	“Yes, it has positively influenced my relationships at work.” / “Only with my boss. By reading my evaluation and discussing it with me, he now understands perspectives I have tried to convey for years.”
<b>Dating / Relationship Formation</b>	35 (3%)	Dating and evaluating new partnerships based on values alignment.	“I’m currently divorced and I make sure it’s brought up when I meet new people.” / “It helped ensure alignment with a future partner.”

*Note: Counts and percentages are approximate. Some responses were coded into multiple themes, while others were too rare to be shown. Results should be read as relative weights across themes, with quotes offering illustrative examples.*

The qualitative findings on relationships reveal both the breadth and nuance of how users are applying the Values Bridge. The single largest share of responses (37%) fell into a “no influence yet” category, often because participants had only recently completed the tool or had not yet shared results with others. Even here, however, many anticipated future conversations and decisions where the results would become relevant.

Among those who reported concrete applications, the most common themes were spousal or partner conversations (26%) and family strengthening (16%). Users described how shared assessments opened new dialogue, brought hidden tensions to the surface, or created mutual understanding across close relationships. In some cases, this led to greater harmony, while in others it clarified sources of conflict that could now be addressed more directly.

Smaller but meaningful groups reported boundary-setting and relationship filtering (12%), friendship and peer group conversations (12%), or direct parenting/child impacts (9%). These responses illustrate how values clarity can extend across multiple relational contexts—from setting limits with extended family to shaping parenting practices. Professional use was also noted (9%), with participants applying the tool in workplace teams or leadership settings.

Notably, about one in ten respondents highlighted improved self-relationships—greater authenticity, confidence, and self-acceptance—which in turn spilled over into external interactions. This echoes other themes such as shared language and conflict management, where the tool gave users vocabulary to navigate difficult dynamics.

Overall, the qualitative data show that while not all participants experienced immediate interpersonal change, many found the Values Bridge to be both a mirror and a relational tool. It helped clarify who they were, strengthened their capacity to explain needs and priorities, and in many cases provided the foundation for healthier, more intentional connections.

## Summary

The qualitative results add depth to the survey's overall story. Many participants described moments of genuine surprise or recognition, such as realizing an overlooked tension between values or finding language that finally fit their experience. Others shared concrete ways they had applied their results in decisions, relationships, or personal boundaries. Not every participant reported transformative outcomes, but even neutral or critical responses point toward opportunities to strengthen clarity, usability, and support. Overall, the qualitative feedback affirms that the Values Bridge is not only resonant but also usable in the real world, while offering guidance for refinement so that more users can move from insight to sustained change.

# Discussion

The 2025 Impact Survey provides the clearest picture yet of how the Values Bridge is being used, what it consistently delivers, and where its impact deepens when paired with structured support. Several themes emerge from the findings that help us situate the Values Bridge within the wider landscape of values-based tools and within the Becoming You Method as a whole.

## What the Values Bridge Consistently Delivers

Across nearly 1,400 participants, the most consistent outcomes of the Values Bridge were gains in self-awareness, perceived accuracy, language, and resonance. These results reflect the tool's unique design: it is not only descriptive but also interpretive, helping people see both alignments and tensions in their value systems. Participants repeatedly affirmed that the tool captured them accurately, gave them a language to articulate what matters most, and, for many, produced a sense of being “seen.”

These domains—clarity, accuracy, and resonance—are what the Values Bridge delivers best as a stand-alone assessment. In this way, it achieves what many other tools aim for but in a distinct form: Myers-Briggs or the Big Five give personality profiles, VIA and CliftonStrengths highlight talents or virtues, and Rokeach or Schwartz values surveys identify broad motivational orientations. The Values Bridge adds a unique dimension by connecting these insights to lived alignments, tensions, and authenticity gaps, making the experience both validating and clarifying.

It is also noteworthy that even the tool's middle-tier categories—duration, relationships, and decision-making—scored above the midpoint of the scale. While these results were less striking than self-awareness, they still reflect that a substantial proportion of users apply their results in ongoing ways: revisiting their assessment weeks later, using it to navigate relationships, or employing it as a framework for choices. These findings suggest that the Values Bridge is not only reflective but also, for many users, directly practical.

## Where Structured Support Deepens Impact

The category of Coaching Challenges stood out as both the lowest scoring and the most internally consistent. Participants recognized that translating values into sustained behavior change—ending misaligned pursuits, reallocating time and energy, or reshaping close relationships—was both highly coherent as a construct and considerably more difficult to enact.

The qualitative data reinforce this picture. Many respondents acknowledged that the Values Bridge helped them see what needed to change but that acting on those insights required accountability, encouragement, or reminders. Some had begun the work—setting boundaries,

shifting careers, or rebalancing relationships—but sustaining momentum was hard without support.

This pattern illustrates a natural boundary between self-guided reflection and effortful action. The Values Bridge reliably sparks awareness; the Becoming You Method provides the scaffolding to turn that awareness into lived change. Coaching, group accountability, and structured programming become critical at precisely the points where users face the greatest resistance. This aligns with broader insights from behavior change research: insight is a necessary precondition for growth, but structures of practice and accountability often determine whether change endures.

## Implications for Different Audiences

**For individuals,** the Values Bridge offers clarity that is often experienced as liberating. By surfacing both alignments and tensions, the tool empowers users to validate their authentic values and to make incremental, practical shifts in how they allocate time and energy. Even without coaching, many respondents described using their results to set boundaries, reframe priorities, or make career pivots. For individuals, the key implication is that the Values Bridge provides a mirror—and sometimes a wake-up call—that can initiate meaningful personal change.

**For coaches, therapists, and educators,** the findings highlight clear opportunities. The Coaching Challenge items point to where professionals can add the most value: helping clients move from awareness to application. These are the leverage points—habit formation, sustained energy shifts, and relationship transformation—that are hard to accomplish alone but are deeply resonant once achieved. For practitioners, the Values Bridge can serve as both diagnostic (identifying a client’s clarity, tensions, and gaps) and prescriptive (pointing to areas where structured support is most needed). This creates a clear case for embedding the Values Bridge in coaching practices and in the need for the [Becoming You Certification Program](#) or the Values Bridge Certification Program.

**For organizations,** the implications extend beyond the individual. Values are not only personal; they are cultural. Leaders and HR professionals can use the Values Bridge to identify points of alignment between employees and organizational mission, to surface latent conflicts, and to foster more authentic leadership development. The high scores in clarity and resonance suggest that when employees feel “seen” and validated, they bring more energy and authenticity to their roles. The lower scores in relationships and decision-making suggest fertile ground for organizations to embed values-based dialogue into teams and to build cultures where values alignment guides not only personal but collective decision-making.

## Conclusion and Next Steps

The Impact Survey underscores that the Values Bridge is more than a self-assessment. It is a catalyst for clarity, resonance, and action. Its distinctive contribution lies in bridging reflection with application: not only identifying what matters most, but also pointing to where those values are aligned, where they are in tension, and where they are not fully lived.

The next step is to expand the integration of the Values Bridge into scaffolded support systems. This includes refining the tool's international accessibility, improving survey instruments, and embedding the assessment into coaching programs, workshops, and school curriculums. Future research should continue to benchmark the Values Bridge against other frameworks, to test its long-term effects on decision-making and behavior, and to explore how demographic and cultural factors shape its impact.

For individuals, the Values Bridge already delivers profound clarity. For coaches and organizations, it provides a roadmap for where that clarity needs support to translate into action. The promise of the tool—and of the Becoming You Method more broadly—is to turn values from abstract ideals into lived realities. That is the bridge worth building.

Find additional research about the Values Bridge and Becoming You Method at:  
[www.becomingyoulabs.com/research/white-papers](http://www.becomingyoulabs.com/research/white-papers)

# Appendix. Demographic Distribution of Respondents

Demographic Segments	Breakdown	N=1.930
Finance/Banking/Insurance	67 (4.8%)	
Healthcare/Medical	115 (8.3%)	
Manufacturing/Production	28 (2.0%)	
Publishing/Media	44 (3.2%)	
Retail/Sales	28 (2.0%)	
Technology/IT	115 (8.3%)	
Other	383 (27.6%)	
<b>Marital Status</b>		
Single	221 (15.9%)	
Married	553 (39.8%)	
Domestic Partnership	77 (5.5%)	
Divorced	97 (7.0%)	
Widowed	14 (1.0%)	
Other	10 (0.7%)	
<b>Geographic Region</b>		
United States	608 (43.7%)	
Canada	51 (3.7%)	
Anglo Cluster	78 (5.6%)	
Europe	81 (5.8%)	
Rest of the World	46 (3.3%)	

*Note: Due to a high number of participants selecting “prefer not to say” or skipping several demographic items of the survey, percentages do not round to 100%.*

# Appendix. Demographic Distribution of Respondents

Demographic Segments	Breakdown	N=1.930
<b>Age</b>		
18-24	21 (1.5%)	
25-34	174 (12.5%)	
35-44	285 (20.5%)	
45-54	265 (19.1%)	
55-64	174 (12.5%)	
65+	61 (4.4%)	
<b>Gender</b>		
Man	158 (11.4%)	
Woman	810 (58.3%)	
Non-Binary	25 (1.8%)	
<b>Race</b>		
Asian	63 (4.5%)	
Black	28 (2.0%)	
Hispanic / Latinx	48 (3.5%)	
White	753 (54.2%)	
Mixed	30 (2.2%)	
Other	31 (2.2%)	
<b>Income</b>		
<\$50k	86 (6.2%)	
\$50k - \$99.9k	205 (14.7%)	
\$100k - \$149.9k	170 (12.2%)	
\$150k+	358 (25.8%)	
<b>Industry</b>		
Education/Academia	164 (11.8%)	