

# HOW TO THINK ABOUT CUSTOMERS' HIGHEST VALUES

*when designing your business communications and content.*

- 1:** Your customer is your boss - you aim to please them.
- 2:** Use the Means-Ends Chain Tool to understand the functional and emotional benefits of your offering to them.
- 3:** To fit deeply into their life, try to identify the highest value for which they are striving when shopping in your category.

## THE ROKEACH SYSTEM: 18 HIGHEST VALUES

Milton Rokeach was an American sociologist who wrote *The Nature Of Human Values*, reporting on his extensive research. These 18 values are the “highest” that people strive for – they define people’s lives:

- ✓ **True Friendship**
- ✓ **A comfortable life**
- ✓ **An exciting life**
- ✓ **A sense of accomplishment**
- ✓ **A world at peace**
- ✓ **A world of beauty**
- ✓ **Family Security**
- ✓ **Happiness**
- ✓ **Equality**
- ✓ **Inner Harmony**
- ✓ **National Security**
- ✓ **Pleasure**
- ✓ **Salvation**
- ✓ **Social recognition**
- ✓ **Mature love**
- ✓ **Freedom**
- ✓ **Wisdom**
- ✓ **Self-respect**

# HOW TO THINK ABOUT CUSTOMERS' INSTRUMENTAL VALUES

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Rokeach also identified “instrumental” values that people adopt to achieve their highest values.

## THE ROKEACH SYSTEM: INSTRUMENTAL VALUES

In the Rokeach System Of Values, these are some of the most important instrumental values. Which of these values do you want to appeal to?

- ✓ **Ambitious**
- ✓ **Broad Minded**
- ✓ **Cabaple**
- ✓ **Cheerful**
- ✓ **Clean**
- ✓ **Courageous**
- ✓ **Forgiving**
- ✓ **Helpful**
- ✓ **Honest**
- ✓ **Imaginative**
- ✓ **Independent**
- ✓ **Intellectual**
- ✓ **Logical**
- ✓ **Loving**
- ✓ **Obedient**
- ✓ **Polite**
- ✓ **Responsible**
- ✓ **Self-Controlled**