Graves Value System
Characteristics of the Human Developmental Levels

7 Yellow (1%) Systemic, Integral – no specific age
- Concerned about misuse of resources, sees life as diverse and paradoxical, pursuit of knowledge, sees bigger picture

6 Green (10%) Personalistic, Sensitive – age 15 -21 years
- Civil rights, diversity, equality, women’s movement, environmentalism, universal healthcare
- Involvement, consensus seeking, peace with inner self, listen well
- Core values – fairness, equality, inclusion, no exploitation, eliminate poverty and racism and other forms of divisiveness

5 Orange (30%) Materialistic, Achiever – age 9 – 14 years
- Industrial nations, upward mobility, science becomes believable
- Individualistic, strong personal drive, desire to succeed, responds to trappings of success, enjoys winning, wants popularity
- Core values – success, creativity and achievement, material pleasure, freedom, reason

4 Blue (40%) Absolutist, Ethnocentric, Rule/Role – age 7 – 8 years
- Crusades, moral majority, right to Life, slavery, racism, misogyny, patriarchy
- Strong sense of right/wrong and good/bad, need for order, fundamentalist religion, security, morality, justice
- Core values – desire to control impulsiveness and evil, follow the rules, us versus them

3 Red (20%) Egocentric, Impulsive – age 3 – 6 years
- Macho street violence, tribal, gangs
- Anger, power, immediate gratification, being respected, avoid shame, not aware of consequences, mythical, take what you need, be what you are, glory