Using Declination

If you are asking yourself "What direction am I really heading?" you will need to take your compass reading and add your declination value. This is your "True" direction. Meaning, this is your direction with respect to true north. (Remember, if you add a negative number, you are actually subtracting a value)
Referencing examples from above?

Example 1: 72 + (-12) = 60

Example 2: 90 + (-20) = 70

Example 3: 90 + 10 = 100

Setting Your Correct Bearing To Travel

If you are asking yourself "How do I travel a true 120 degrees?", you will need to take your desired heading and subtract your declination value. This will compensate for the error. (Remember, if you subtract a negative number, you are actually adding a value)
Referencing examples from above (if you want a true bearing of 120 degrees)?

Example 1: 120 - (-12) = 132

Example 2: 120 - (-20) = 140

Example 3: 120 - 10 = 110

Another way to think about this scenario is doing the opposite of your declination value. For example if you declination value is -15, then you will add 15 to the compass bearing to adjust for this declination. And if your declination value is +15, then you will subtract 15 from the compass bearing to adjust for this declination.