

Clarify. Solve. Propel.

IDENTIFYING CORE VALUES

There are no right or wrong core values. There are only your core values. Core values are what's most important to you. They are the filters we use to interpret our experience. By identifying, clarifying, and prioritizing your values, you will make better decisions at work and in life, and be more likely to fulfill your destiny.

1) Ask yourself, What is most enduringly important to me? What are my highest priorities in life? Keep asking yourself over and over and write down the answers that come. You may want to refer to the list of common core values on page 3.

2) Once you have 7-15 items, group the values together into 3-7 logical and meaningful themes.

Clarify. Solve. Propel.

3) Prioritize your core values themes in order of importance. Here's a good way to think about it—if two of your core values are in conflict in a given situation, which one tends to win out?

1.	
2.	
3.	
4.	
5.	
6.	
7.	

4) Now turn your core values themes into actionable, tangible, present tense guiding principles. Perhaps one of your core values themes is honesty and integrity. Your guiding principle could be 'I am honest and have integrity in everything I say and do.'

You may want to refer to the list of guiding principles written by some previous participants on page 4.

1.	
2.	
3.	
4.	
5.	
6.	
7.	

5) If you wish, craft an inspiring sentence that sums up how you seek to live your life.

--



Clarify. Solve. Propel.

Here are some common Core Values. It may be helpful to brainstorm by reviewing this list and seeing what resonates.

Acceptance	Fitness	Perseverance
Accountability	Flexibility	Personal Growth
Achievement	Forgiveness	Physical Strength
Adaptability	Freedom	Prosperity
Adventure	Friendship	Protect people weaker than you
Ambition	Fun	Protect the people you love
Assertiveness	Generosity	Prudence
Authenticity	God	Purpose
Balance	Grace	Relationships
Beauty	Gratitude	Religion
Challenge	Happiness	Resilience
Charity	Hard-working	Resourcefulness
Citizenship and civic engagement	Harmony	Respect
Commitment	Health	Responsibility
Community	Honesty	Security
Compassion	Honor	Self-Acceptance
Connection	Humility	Self-Control
Contribution	Independence	Self-Expression
Cooperation	Integrity	Selflessness
Courage	Joy	Service
Creativity	Justice	Simplicity
Decisiveness	Keeping your word	Spirituality
Dependability	Kindness	Success
Determination	Knowledge	Support
Devotion	Leadership	Teaching
Discipline	Learning	Tolerance
Duty	Love	Tradition
Economic self-sufficiency	Loyalty	Understanding myself
Empathy	Modesty	Understanding people
Endurance	Nurturing	Understanding the world
Excellence	Openness	Winning
Fairness	Patience	Wisdom
Faith	Patriotism	
Family	Peace	

Clarify. Solve. Propel.

Only by turning your values into tangible guiding principles will they direct your actions. It's easy to say, "Sure, I'm honest." It's quite another to say, "I am honest and have integrity in everything I say and do."

Here are a few of the guiding principles written by some previous participants in this workshop. It may be helpful to brainstorm by reviewing these statements and seeing what resonates.

1. I express my **Love for Family and Friends** by spending quality time and engaging in frequent, honest, and respectful communication with each of them
2. My first responsibility as a leader in my family is ensuring **Financial Security** in service to general support, joy, and lifestyle for my family
3. I prioritize all other time and attention engaging in **Joyful Experiences** with family and friends; communicating with friends; engaging in hobbies that challenge me physically and intellectually; supporting my community; and exploring other opportunities that stoke my passion
4. I behave in accordance with my **Values and Ideals**, continually increasing my awareness so that I can recalibrate when behaving otherwise
5. **I Treat My Mind and Body with Respect**, including being mindful of consumption, and a variety of regular physical and mental exercises in support of good health
6. I seek **Deeper Connectivity and Meaning** with the universe, G-d and/or higher power

1. I lead with **Compassion and Kindness**, not with self-interest or hurt or anger
2. Courage—I say what needs to be said. I don't follow the crowd, and fear no judgment or reprisals for doing what is right
3. **Grace, Empathy** (and a sense of justice) determine my focus and action
4. I radiate **Good Health** such that the people around me exclaim 'Wow!'
5. **Self-care**—I am intentional about fulfilling my need for pleasure and adventure
6. I generate **Wealth** in service of freedom for myself and others
7. (I use my gifts to achieve—**Excellence** for its own sake--) my most interesting stories are ahead of me

1. I always put my **Family First** in everything I do
2. My **Health** is vital—I don't push myself too hard
3. I **Never Give Up** on that which I'm devoted to and passionate towards
4. I am always there to **Stand Up** for, and fight for my Community
5. I always stay true to my **Authentic Self** no matter the situation

Clarify. Solve. Propel.

1. **Optimism/Gratefulness**—I see challenges as opportunities and appreciate the growth that comes with them
2. **Wonder**—I look to be delighted, surprised and inspired, and adapt as I learn
3. **Fun**—Life is an adventure!
4. **Generosity**—I listen with my head and my heart, and give back with both as well
5. **WYSIWYG** —What you see is what you get. I show up the same in every room

1. **God** —I have faith in God. I give thanks to Him for blessings in my life, and seek guidance to be a better leader every day
2. **Family**—I express my love for my family and proactively bring joy into their lives everyday
3. **Honesty/Integrity** - I tell the truth and do what I say I am going to do
4. **Excellence**— I strive for excellence for the sake of excellence alone— each week I look for ways to improve something important
5. **Tenacity**—I never quit or give up
6. **Resourcefulness**— Challenges excite me and I use my resourcefulness to find solutions and overcome obstacles
7. **Service**—I serve others with grace, kindness and patience

1. **Loving-Kindness**—I lead with love, compassion, and acceptance, not with hurt or anger or fear
2. **Awake**—I see myself and the world as it is, surrender to what is right now, and find joy in it
3. **Wisdom**—I am a personal growth athlete. I gather wisdom so that I can nurture those around me
4. **Service**—I share my gifts with the world. The world is better because I am in it
5. **Devotion**—I live my purpose in accordance with my core principles. I am one with the world and am grateful
6. **Freedom**—I am a giant, unfettered and free. I have resourcefulness and courage to make the hard choices
7. **Beauty**—I recognize and appreciate beauty in people and the world

Clarify. Solve. Propel.

WALK THE TALK

Make a routine to review your guiding principles—daily, weekly, or monthly according to how much focus you want to devote to it. I recommend setting up a recurring calendar reminder in your email or scheduling program.

Recite your Core Values, one at a time, and ask—

- a. What are specific recent examples when I fully lived this value?
- b. What are specific recent examples when I fell short? What happened? Maybe you had the opportunity to live your value, but chose not to. Or you didn't even notice the opportunity was there.
- c. What can I learn from these situations?
- d. What will I repeat next week?
- e. What will I do differently next week?
- f. And finally, look at your schedule. Look at your expenditures. Do they reflect a commitment to your Core Values? Or do they reveal a commitment to something else?