

Core Values

What are the principles that you hold dear, that connect your head and heart and provide the impetus through which your goals are set and your decisions made? **Your values are what motivates you to “do the things unsuccessful people don’t like to do”¹.** Once you become aware of your principle values and develop your purpose statement from them, you are more likely to persevere through life’s challenges and make regret-free decisions.

The key is to clarify your values and put your values in priority order. Living in alignment with your values provides you with an important edge at becoming more effective. Review the following list of values and on the next page write down ten values that you feel guide your life. You may have other values not listed here, so make the list your list, don’t just limit it to what you see here.

Exercise:

- A. Circle ten values from the list below and add others that are important to you in experiencing a fulfilling life.
- B. Prioritize those values according to how important they are to your life.

1 = Highest; 10 = Lowest

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

“It is not hard to make decision when you know what your values are.” Roy Disney

¹ Taken from *The Common Denominator of Success* by Albert N. Gray, 1940; speech at the annual National Association of Life Underwriters convention in Philadelphia.

Values				
Acceptance	Accountability	Accuracy	Achievement	Advancement
Adventure	Affection	Appearance	Appreciation	Authentic
Beauty/Elegance	Belonging	Challenge	Change	Collaboration/Teamwork
Comfort	Committed/dedicated	Communication	Community	Continuous Improvement
Competition	Compassion	Conformity	Connection	Consistency/certainty
Contribution	Control	Cooperation	Courage	Creativity
Customer first	Decision Making	Differentiation	Directness/Confrontation	Discovery
Doing the right things	Economic Security	Empowerment	Enthusiasm/energy	Environment
Excellence	Expertise	Fairness	Family	Forgiveness
Freedom	Friendship	Fun loving	Generosity	Growth oriented
Happiness	Hard working	Health	Help first	Inner Harmony
Honesty/Integrity	Hunger for achievement	Imagination/innovative	Independence	Influence
Initiative	Involvement	Joy	Justice	Kindness
Knowledge	Leadership	Learning	Legacy	Love
Loyalty	Merit based	Morality/Ethical	Modesty/humility	Never satisfied
Nurture	Order	Peace	Perfection	Personal Growth
Power	Predictability	Professionalism	Recognition	Relationships
Relaxation	Reliable	Religion	Reputation	Resilience
Respect	Responsibility	Results	Risk-Taking	Romance
Security	Self-Respect	Spiritual	Structure	Support
Tenacious/Competitive	Tradition	Trust	Truth	Uniqueness
Variety	Vitality	Wealth	Wins	Wisdom
Emotional Health	Mental Health			