



Personal Values Exercise

In this exercise, you will attempt to define the values you hold dear and which are most important to you in life and in your profession. These will become your “moral compass,” guiding your decisions on a day-to-day basis. These values will not be compromised or negotiable. They are indisputable and tell everyone who you are!

Find a quiet place and set aside some uninterrupted focus time (perhaps an hour or so) for this exercise. If you want to listen to some relaxing music or grab a hot cup of coffee, do that too...

Phase I: Values Identification

For each of the values listed below, indicate either...

A – Absolutely Critical and Essential. These are required fundamental values that are of critical importance to you and are essential to your life and business.

B – Important but not essential. These are important values that have a strong meaning for you, but you don't see them as essential to your life or business.

C – Not important or only somewhat important. These are good values, to be sure, but they are not that important to you and are not the ones you believe are essential to your life or business!

Add any other values you feel are missing from the list.

Do Phase I rapidly, your first thought for each will likely be right and you will have time to evaluate later!

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|-------|------------------------|-------|-------------------------|
| _____ | Abundance | _____ | Community |
| _____ | Acceptance (of others) | _____ | Compassion |
| _____ | Accomplishment | _____ | Competitiveness |
| _____ | Accountability | _____ | Concern for Environment |
| _____ | Accuracy | _____ | Concern for Others |
| _____ | Achievement | _____ | Consensus |
| _____ | Aggressiveness | _____ | Continuous Improvement |
| _____ | Appreciation | _____ | Control |
| _____ | Attention to Detail | _____ | Courage |
| _____ | Balance | _____ | Credibility |
| _____ | Challenge | _____ | Curiosity |
| _____ | Commitment | _____ | Decisiveness |
| _____ | Communication | _____ | Discipline |



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|-----------------------------|---------------------------|
| _____ Diversity | _____ Openness |
| _____ Education | _____ Organization |
| _____ Energy | _____ Passion |
| _____ Entrepreneurship | _____ Patriotism |
| _____ Equality | _____ Perfection |
| _____ Excellence | _____ Performance |
| _____ Fairness | _____ Persistence |
| _____ Faith | _____ Personal Growth |
| _____ Family | _____ Pleasure |
| _____ Friendship | _____ Positive Attitude |
| _____ Fun | _____ Pride |
| _____ Generosity | _____ Privacy |
| _____ Getting the Job Done | _____ Prosperity/Wealth |
| _____ Goodness | _____ Purity |
| _____ Gratitude | _____ Quality |
| _____ Hard Work | _____ Reliability |
| _____ Health | _____ Resourcefulness |
| _____ Honesty | _____ Respect |
| _____ Honor | _____ Responsibility |
| _____ Individual Initiative | _____ Responsiveness |
| _____ Individualism | _____ Results |
| _____ Innovation | _____ Risk Taking |
| _____ Integrity | _____ Rule of Law |
| _____ Justice | _____ Security |
| _____ Leadership | _____ Selflessness |
| _____ Learning | _____ Self-reliance |
| _____ Loyalty | _____ Service (to others) |
| _____ Mentoring | _____ Sincerity |
| _____ Mobility | _____ Skill |
| _____ Money | _____ Spirituality |
| _____ Nurturing | _____ Stability |



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|-------|---------------|-------|--------------|
| _____ | Status | _____ | Tradition |
| _____ | Strength | _____ | Trust |
| _____ | Structure | _____ | Truthfulness |
| _____ | Style | _____ | Variety |
| _____ | Systemization | _____ | Vision |
| _____ | Teamwork | _____ | Well-being |
| _____ | Timeliness | _____ | Other: _____ |
| _____ | Togetherness | _____ | Other: _____ |
| _____ | Tolerance | _____ | Other: _____ |

Phase II: Values Grouping...

For each of the values you marked with an A in Phase I, list them below and organize them into groups of similar or related words. You should have between 3 and 10 groups. A value may appear in more than one group.

Phase III: Values Definitions...

Once grouped, identify the overarching theme of the group. For example, a group that has honesty, integrity, and truthfulness might have a theme of integrity (because that is the value that resonates most with you).

Now create one statement or paragraph that represents EACH group and provides a definition of what that the overarching theme means to you. For example, the value statement for the group of words and theme for the example above might be:

Integrity: I am honest with myself and I am truthful with others in all that I say and do.