

CORE

VALUES

This 10-Step Core Values Worksheet guides you through discovering your unique values. These values will become decision making protocols for both life & business.



Step 1: What are core values?

The first step in determining your core values is to understand exactly what they are & how they impact your life.

01 THE NON-NEGOTIABLES

Core Values are often called the "non-negotiables." They are the values that you are not willing to negotiate in any circumstance. Core Values usually determine you + your company's reputation.

04 THE DECISION MAKING PROTOCOLS

Core Values are decision making protocols - meaning they become a part of your official process. By establishing core values - you are making a commitment to live those values when making decisions.

02 THE FUNDAMENTAL BELIEFS

Core Values are known to be the fundamental beliefs of a person or organization. As the title suggests, they are the core, center, or primary belief of everything that encompasses YOU.

05 YOUR GUIDING PRINCIPLES

Core Values are your guiding principles and they dictate behavior. They also help you to understand the difference between right and wrong.

03 YOUR UNWAVERING GUIDANCE

Because Core Values are rooted in your strongest beliefs, they tend to be your unwavering guidance when determining direction. Use them as checkpoints for goals in order to ensure true fulfillment.

06 THE HEART

Core Values represent your innermost parts. They are the heart of what you, your organization, and its employees stand for in the world. No matter what business you own - you're the heart.

What is your life's mission?

This exercise may help you to clearly define your mission, but if you already know your mission... keep it handy for this exercise.

Step 2: Position Your Mind

The question prompts below are designed to get your brain juices flowing, Write the first responses that come to your mind.

1

What is your life's mission? No matter what job you have or company you own - would your life mission remain the same? Explain the mission in the space below.

2

What are your non-negotiables? The things that you refuse to change or do without? This can be in any /every aspect of your life.

3

What values do you hope to instill in upcoming generations? What values are the children of our times not learning, but you believe are important?

Step 2: Continued

The question prompts below are designed to get your brain juices flowing. Write the first responses that come to your mind.

4

What do you look for in others? What qualifies someone as a friend? What qualifies someone as a good person? List it below.

5

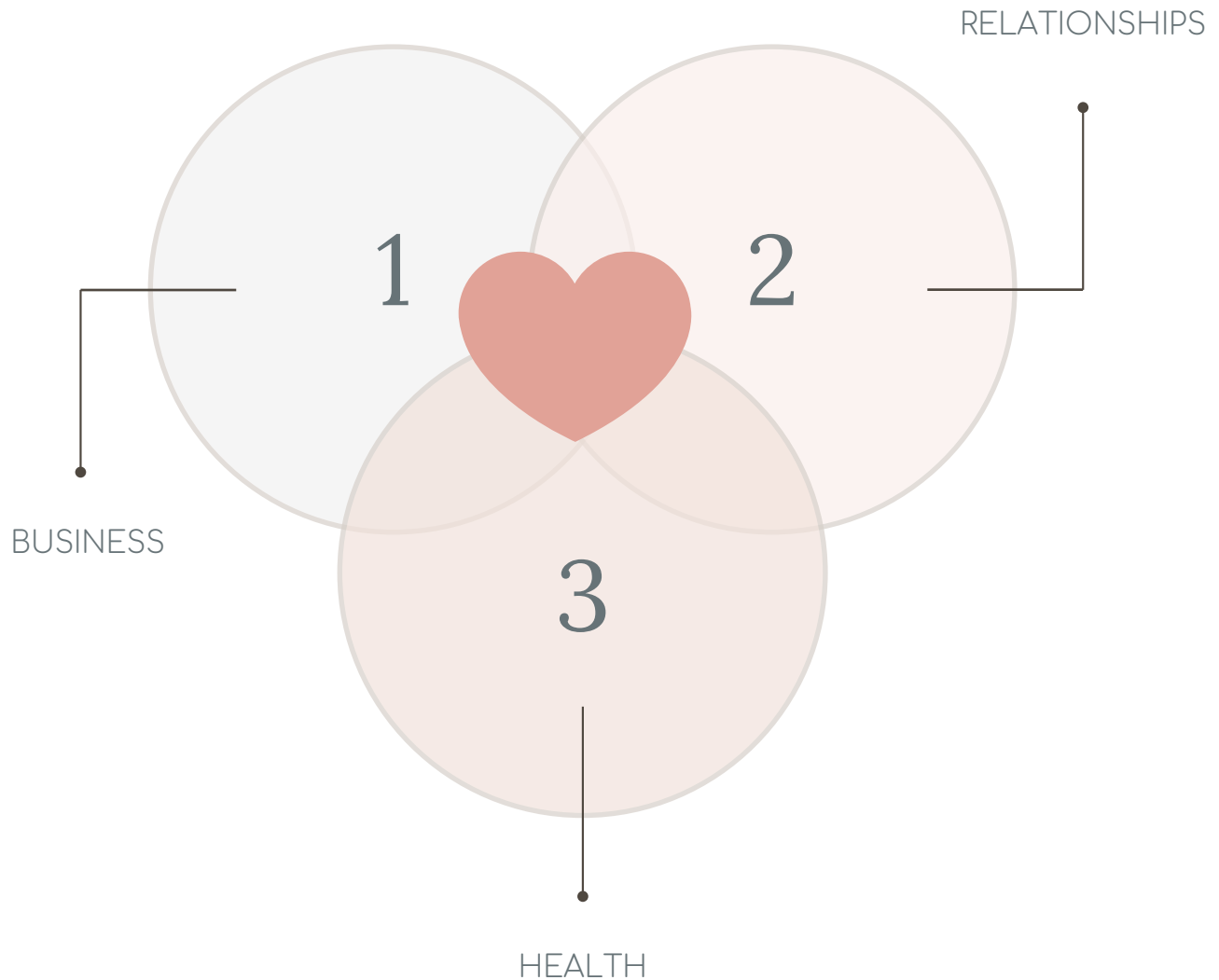
How will others describe you once you've passed from this earth? What do you want them to say about you after you're gone?

6

Who inspires you? Describe them & why you admire them. What do you believe their core values are?

Step 3: *The Holistic View*

CONSIDER EVERY PART OF YOU
WHEN DECIDING ON CORE VALUES.



What core values do you recognize as crossing over into each area of your life? Example: Is authenticity something that is important in each area above? integrity? determination?

Step 4: Start with a Word Bank

The words below are simply a bank of words for you to be inspired by or to pull from. You can use some, all, or none. Circle or highlight the words that resonate with you.

Authenticity	Determined	Leader	Serenity
Achiever	Diversity	Listener	Service-Minded
Adaptable	Education	Loving	Simple
Adventurous	Efficient	Loyal	Skilled
Ambitious	Environmental	Meaningful Work	Spontaneous
Attentive	Fanatical	Nurturing	Spiritual
Authority	Fair	Open-minded	Stable
Autonomy	Faithful	Optimistic	Successful
Balanced	Family Oriented	Passionate	Supportive
Beautiful	Fun	Patriotic	Sustainable
Best of the Best	Friendly	Peaceful	Teamwork
Bold	Fun	Pleasing	Thorough
Caring	World-View	Poised	Timely
Consistent	Growth	Positive	Tolerant
Compassionate	Happy	Quality	Tough
Challenger	Honest	Religious	Traditional
Clean	Humble	Reliable	Tranquility
Committed	Humorous	Remarkable	Thoughtful
Community	Influencer	Resourceful	Transparent
Competent	Inner Harmony	Respectful	Transformation
Courageous	Innovative	Responsible	Trustworthiness
Creative	Inspiring	Results-Oriented	Uniqueness
Curious	Integrity	Satisfaction	Valuable
Customer Service	Justice	Secure	Wealth
Delightful	Kindness	Selfless	Willingness
Dependable	Knowledgeable	Sensitive	Wisdom

Step 5: Get an Outside Perspective

Make a list of who you will ask to describe you. Send them a direct message asking for their words to describe you & then add those words to your master list.

1

*Best
Friends*

LIST NAMES

01

02

03

04

05

Send them this message: "What three words would you use to describe me as a friend? What values do you see in me?"

2

Colleagues

LIST NAMES

01

02

03

04

05

Send them this message: "What three words would you use to describe me as a business colleague? What values do you see in me?"

3

Family

LIST NAMES

01

02

03

04

05

Send them this message: "What three words would you use to describe me as a daughter/spouse/mother/sister? What values do you see in me?"

Step 6: Review Testimonials

Pull up your customer reviews. Look for descriptive words and values that you love being recognized for. Add the words that resonate with you to your master list.

CUSTOMER JEN

@customer_jen

The service from Company ABC was absolutely wonderful. The leader was kind, considerate, & thoughtful.



CUSTOMER SILVIA

@customer_silvia

Wow! What an experience! Talk about kind, generous, & thoughtful workers - these folks had it all. Highly recommend!



CUSTOMER BROOKE

@customer_brooke

My experience with ABC was beyond impressive. Generous, creative, kind... all the good things you would want!



Add these words to your master brainstorming list.

Step 7: Create Your Master List

This is where you will list all of the words that describe your core values. This is your master brainstorming list - not your final list so don't worry about it looking pretty or neat!

What words would you use to describe yourself? What values are important to you?

What words have others used to describe you & your values? Consider friends, colleagues, family, & customers.

[illegible][illegible]

Step 8: Group-it!

Recognize your common words or themes. Group common words together either by highlighting the matching colors or rewrite them on this worksheet.

GROUP 1

GROUP 2

GROUP 3

GROUP 4

Step 9: Finalize it!

Follow the next steps in order to finalize your core values.

1

Give each groups a master title. We suggest either using the word that resonates with you the most or that feels the most powerful to you. You should have one main word for each group. List them below.

2

Stand back and look at the four words. Decide if these four words will be your core values. Consider these to be your "forever" words - not just for your current business. These are life words; the words you will look to and reference when making decisions for YOU.

Tip: If you are not satisfied with a word, look up a synonym for it.

3

What do these words mean to you and how to do they apply as values? Write your definition of how the word will apply to your life or write a statement of what each word means for you. Use the next page for this step.

Step 10: *Define it!*

My Core Values

1: _____

CORE VALUE

2: _____

CORE VALUE

3: _____

CORE VALUE

4: _____

CORE VALUE

The title line is for your core value word. Use the smaller paragraph lines to write your description of what the value word means for your life.



CHEERS!

Doesn't it feel good to have your non-negotiables established? Whether it's your current business or something in the future - these core values are yours to reference when making those pivotal decisions.

Feel free to post your core words everywhere! We recommend placing them on your website, employee handbook, a sticky note on your computer screen, & in your daily planner.

P.S. I hope you realize how incredible you are!

Amanda

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