

## Personal Values Exercise

**Directions:** Often, your company values coincide with your personal values. First, let's define your personal values so that you can nail down your company values.

- Circle all the core statements that are MOST LIKE you
- Cross out the core statements that are the MOST UNLIKE you
- You should have no more than 10 statements circled



Emphasizing quality over quantity	Take responsibility	Recognizing training and learning
Striving for efficiency	Working hard	Hunger over skill
Fostering success	Stay consistent	It's ok to be human
Setting industry standards	Act with dignity and respect	Be optimistic, flexible, and patient
Celebrating diversity	Transparent effective communication	Choose happiness
Always learning	Being honest and sincere	Work worth doing well
Know yourself & seek self-improvement	Connection and building	
Be an example	Risk mitigation proceeds action	
Know your people & look out for them	Devotion time	
Make sound and timely decisions	Leaders are grown	
Consistency over intensity	Setting audacious goals	
Embrace failure	Responsiveness and understanding	

“**The person who grasps principles can successfully select their own methods. The person who tries methods, ignoring principles, is sure to have trouble.**”

Ralph Waldo Emerson

# Fill Out Your Values

**Directions:** Take your top 10 core statements and line them up with the values on the right with the "Key" and write your Values below.  
 (Example: 7, 10, 21, 3, 9, and 19 were my statements from above—I would put Hungry, Integrity, Humble, Entrepreneurial Spirit, Determination, and Selfless Service below).

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

**KEY: Statements to Values**

1 - Focused	16 - Loyal
2 - Persistence	17 - Level-Headed
3 - Team First	18 - Impactful
4 - Growth	19 - Courage
5 - Equitable	20 - Character
6 - Hungry	21 - Responsible
7 - Accountability	22 - Logical
8 - Determination	23 - Trust
9 - Integrity	24 - Humble
10 - Kindness	25 - Team First
11 - Humility	26 - Adaptable
12 - Trustworthy	27 - Spirituality
13 - Improve	28 - Balance
14 - Energy	29 - Bold
15 - Compassion	30 - Transparent

## Common Mistakes to Avoid

**Directions:** Review the statements below. Highlight or circle any statements that are true, and revise as necessary.

1. They aren't memorable
2. They are too long
3. There are too many
4. They are not a part of your daily culture
5. Your team cannot describe how values guide their actions
6. The leadership team is not committed to them
7. They are not integrated into the hiring strategy
8. They do not help assess goals or performance
9. They are not connected to your mission/vision
10. Employee and client experiences do not align

## Questions to Ask

**Directions:** If you can answer "Yes" to all of the questions, then you have a core value!

Is this value more important than money and success?	<b>YES</b>	<b>NO</b>
Does the value withstand stress/conflict in all areas?	<b>YES</b>	<b>NO</b>
Does the value need to be maintained forever?	<b>YES</b>	<b>NO</b>
Can we define our culture through these values?	<b>YES</b>	<b>NO</b>
Are we committed to hire and fire based on these values?	<b>YES</b>	<b>NO</b>
Do these values help make decisions more consistent?	<b>YES</b>	<b>NO</b>

***“When values, thoughts, feelings, and actions are in alignment, a person becomes focused & character is strengthened.”***

John C. Maxwell



Need help in solidifying your core values for your company? See Lifeboat Exercise in the back of the Whirkbook.