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## Core Values Personal Reflection:

“Genuine success does not come from proclaiming our values, but from consistently putting them into daily action.” --Ken Blanchard & Michael O’Conner, *Managing By Values*

- Do you "walk your talk"? Are your spoken values congruent with what you do?
- If we looked at your calendar and your checkbook, would they reveal your core values?

### Values Reflection List

Some consultants use the following assessment tool. See if some of these values are yours. To the left of the values, rate each value on this list according to its importance to you using the following scale.

- 5 – Most important
- 4 – Very important
- 3 - Important
- 2 – Not very important
- 1 - Unimportant

Achievement — a sense of accomplishment, mastery, goal achievement

Activity — fast-paced, highly active work

Advancement — growth, seniority, and promotion resulting from work well done

Adventure — new and challenging opportunities, excitement, risk

Aesthetics — appreciation of beauty in things, ideas, surroundings, personal space

Affiliation — interaction with other people, recognition as a member of a particular group, involvement, belonging

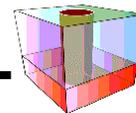
Affluence — high income, financial success, prosperity

Authority — position and power to control events and other people's activities

Autonomy — ability to act independently with few constraints, self-sufficiency, self-reliance, ability to make most decisions and choices

Balance — lifestyle that allows for a balance of time for self, family, work, and community

Challenge — continually facing complex and demanding tasks and problems



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Change and variation — absence of routine; work responsibilities, daily activities, or settings that change frequently; unpredictability

Collaboration — close, cooperative working relationships with groups

Community — serving and supporting a purpose that supersedes personal desires, "making a difference"

Competency — demonstrating high proficiency and knowledge, showing above-average effectiveness and efficiency at tasks

Competition — rivalry with winning as the goal

Courage — willingness to stand up for one's beliefs

Creativity — discovering, developing, or designing new ideas, formats, programs, or things; demonstrating innovation and imagination

Diverse perspectives — unusual ideas and opinions, points of view that may not seem right or be popular at first but bear fruit in the long run

Duty — respect for authority, rules, and regulations

Economic security — steady and secure employment, adequate financial reward, low risk

Enjoyment — fun, joy, and laughter

Fame — prominence, being well known

Family — spending time with partner, children, parents, or extended family

Friendship — close personal relationships with others

Health — physical and mental well-being, vitality

Helping others — helping people attain their goals, providing care and support

Humor — the ability to laugh at oneself and life

Influence — having an impact or effect on the attitudes or opinions of other people, persuasiveness

Inner harmony — happiness, contentment, being at peace with oneself

Integrity — acting in accordance with moral and ethical standards; honesty, sincerity, truth; trustworthiness

Justice — fairness, equality, "doing the right thing"

Knowledge — the pursuit of understanding, skill, and expertise; continuous learning

Location — choice of a place to live that is conducive to one's lifestyle

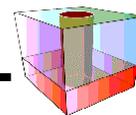
Love — involvement in close affectionate relationships; intimacy

Loyalty — faithfulness; dedication to individuals, traditions, or organizations

Order — stability, routine, predictability, clear lines of authority, standardized procedures

Personal development — dedication to maximizing one's potential

Physical fitness — staying in shape through exercise and physical activity



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Recognition — positive feedback and public credit for work well done; respect and admiration

Responsibility — dependability, reliability, accountability for results

Self-respect — pride, self-esteem, sense of personal identity

Spirituality — strong spiritual or religious beliefs, moral fulfillment

Status — being respected for one's job or one's association with a prestigious group or organization

Wisdom — sound judgment based on knowledge, experience, and understanding

Look over your “fives”. Then circle your top three or four values.

Compare them to the list you developed of Personal Core Values. Should any of these be on your list?

#### HINTS ABOUT USING YOUR CORE VALUES

- Ask those closest to you to give you feedback on your stated core values. Do they think there are your real values? Do you live them? Is there a major values you live but have not stated?
- For example. Whenever I hire a new administrative assistant. I give them my core values statements before they are hired and tell them one of their jobs is to tell me anytime they see me behaving in a way inconsistent with my core values.
- Ask your accountability partners to hold you to your values.
- Review them yearly. I like to do it between Christmas and New Years. Some prefer to do it on their birthday. Put the review on your calendar.
- Always put a revision date on your values.
- Consider using something like dropbox, so you have them with you at all times.
- When working with leaders, always give them time to establish their own values and then share them.