

Core Values Clarification Exercise

Step 1: Core Values List

Check only the 8 value words that are most important to you then narrow the list to 3 - 5 words.

truth	flexibility	freedom
curiosity	perspective	friendship
efficiency	commitment	influence
initiative	recognition	decisiveness
environment	learning	justice
communication	family harmony	quality
power	honesty	hard work
control	originality	responsiveness
courage	prestige	fulfillment
competition	prosperity	purposefulness
excitement	discipline	diversity
creativity	respect	strength
happiness	fairness	self-control
honor	order	cleverness
innovation	spirituality	success
obedience	adventure	stewardship
financial growth	cooperation	support
community support	humor	equality
effectiveness	collaboration	harmony
integrity	empathy	patience
peace	family	growth
loyalty	open-mindedness	variety
clarity	having adequate resources	productivity
financial security	autonomy	competence
love	dependability	health
intelligence	trust	risk-taking
provide a legacy	beauty	simplicity
persistence	excellence	independence
sincerity	teamwork	comfortable home
fun	service	simplicity
relationships	challenge	_____
wisdom	profitability	_____
_____	_____	_____
_____	_____	_____

Step 2: Priority, Outcome Statements and Behaviors

Please place your personal core values in priority order and list the outcome statement and behavior indicators for each of them. The behaviors do not need to be in priority order.

It is critical to place your core values in priority order, in the event you face a decision where two values conflict. For example - If you had **Integrity** as a higher priority than **Success** and you were offered a bribe (Integrity Issue) of \$1 million dollars (Success Value) you would default to your highest priority - **Integrity**.

Core Values Example

Value Outcome Statement

Integrity: Do the right thing

Behaviors:

- Tell the truth always
- Be ethical in all I do
- Do nothing which detracts from trustworthiness.

Value Outcome Statement

Relationships: Demonstrate the awesome value of others

Behaviors:

- Love people
- Equip others to succeed
- Expand our circle of influence
- Resolve conflicts
- Recognize and reward success

Value Outcome Statement

Success: Set and achieve BHAG's (Big Hairy Audacious Goal)

Behaviors:

- Be adventurous
- Aggressively pursue excellence
- Passionately pursue customer loyalty
- Continuously learn and improve
- Evaluate all deliverables
- Demonstrate a balanced life

Core Value: _____

Outcome Statement: _____

Characteristics:

Core Value: _____

Outcome Statement: _____

Characteristics:

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Core Value: _____

Outcome Statement: _____

Characteristics:

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Core Value: _____

Outcome Statement: _____

Characteristics:

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Core Value: _____

Outcome Statement: _____

Characteristics:

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Step 3: MAKING SENSE OF THE RESULTS

You may have just identified your personal Core Values for the first time, or this exercise may have been a re-affirmation of that which you were already aware of. Effective ethical leadership is about ensuring your behavior is in line with your stated Core Values. In other words, having the courage to stand up for what you believe.

**Your value words are powerful because they are yours,
regardless of the process you used to define them.**

FOOD FOR THOUGHT

Is there alignment between your personal Core Values and your actual behavior? If not, where do you believe the gaps are?

Do you need to address any gaps between your Core Values and your actual behavior? If so how will you go about doing so?