



DISCOVER YOUR CORE VALUES

*“Values are like fingerprints.
Nobody’s are the same, but you leave them all over everything you do.”
Elvis Presley*

Who knew The King was so profound?! A core value is “a principle or belief that a person views as being of central importance”.

Core values are unique to each individual because they have been developed and influenced by a person’s past conditioning, events that have happened in their lives as well as their own individual personalities. So even if two people were brought up in exactly the same way, their innate core values can be dramatically different.

Core values can be thought of almost as a “code of conduct” that we have developed for ourselves to help us choose how to act and react in a way that is congruent with the things that we value most. They drive our actions and choices, our feelings of satisfaction about where we are in life, and our relationship with others. It is important to realise that a value is neither morally good nor bad. It is not something to be judged.

Knowing our core values provides us with a short cut to success, helping us to make faster, better, more confident decisions about work, relationships, how we spend our time, and ultimately what really makes us happy.

CORE VALUES EXERCISE

On the next page you will find a list of Values.

TOP TIPS

Some people have a different set of values for work versus personal life so it’s important to reflect on this. First do the exercise in the context of your personal life eg family, friends and life partner, then do it again in the context of your career.

Take a breath and go with your gut. Don’t overthink it or start judging your choices. It’s really important to lead from the heart – take your time and do what you need to do to feel connect to “you”.

STEP 1

Print the Values off and underline all those that are important to you.



Humour
Participation
Honesty
Performance
Fun
Acknowledgment
Focus
Comradeship
Romance
Lightness
Recognition
Spirituality
Harmony
Empowerment
Accomplishment
Self-Expression
Orderliness
Integrity
Creativity
Independence
Partnership
Collaboration
Productivity
Community
Service
Personal Power
Contribution
Freedom of choice
Excellence
Connectedness
Resilience
Empathy

Nurturing
Accuracy
Joy
Adventure
Beauty
Authenticity
Zest
Risk Taking
Tradition
Peace
Respect
Elegance
Growth
Vitality
Aesthetics
Trust
Fame
Success
Love
Fairness
Being active
Novelty
Safety
Security
Excitement
Change
Curiosity
Learning
Personal growth
Kindness
Vulnerability
Compassion



STEP 2

Circle your top 10 values.

Put a star next to your top 5 values – the ones that are MOST important to you. You may find some of the values you have chosen are very similar so feel free to group them and create a new value that encompasses them all. Or you may find the word doesn't quite resonate – create your own language if necessary so it really means something to you.

STEP 3

Rank your 5 values in order of importance.

STEP 4

We will discuss your values in our next coaching session but for now reflect on the following questions. Focusing on one value at a time when relevant:

- How is this value linked to past positive experiences? eg, an achievement or something that went really well. Which of your other core values did this experience resonate with? How did it make you feel when this experience occurred? Why?
- Can you think of examples in your current career or personal life where your values are being met? How do you know? What do you see, hear, feel when you know this value is being met? Why is this value so important to you?
- How is this value linked to past negative experiences? eg something stressful or upsetting. Notice which of the other core values the experience jarred with. How did it make you feel when this experience occurred? Why?
- Can you think of examples in your current career or personal life where your values are not being met? How do you know? What do you see, hear, feel, when you know this value is not being met?
- Think back to your childhood. Who did you admire or aspire to be like and why? What values did you notice in their behaviour or language? Who did you not admire and why? What values did you notice in their behaviour or language?
- Think of your closest friends. What do you think are their core values? Are they similar or different? How important to you that you have the same values as your friends?
- Think of your children. What core values do you want to instill in them? If you had to choose one value that you hoped they would learn from you, what would that be? Why?



STEP 5

Are there any decisions you need to make? Reflect on what you've learnt about yourself and how you want to use your values in the future to help you make better decisions. Check if there are any missing and whether you need to add to them. If you find it useful, write them on a post it or above your desk at work and practice using them to guide you. Now you have this awareness you can reflect in a journal and notice how knowing your core values serves you/doesn't serve you.