

## CORE VALUES CLARIFICATION EXERCISE

### STEP 1: CORE VALUES LIST

Select only the 8 value words that are most important to you, then narrow the list to 3 to 5 words. The blank lines at the bottom of each column allow you to add your own value words if you do not find them on this list.

truth  
curiosity  
efficiency  
initiative  
environment  
communication  
power  
control  
courage  
competition  
excitement  
creativity  
happiness  
honor  
innovation  
obedience  
financial growth  
community support  
effectiveness  
integrity  
peace  
loyalty  
clarity  
financial security  
love  
intelligence  
provide a legacy  
persistence  
sincerity  
fun  
relationships  
wisdom

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flexibility  
perspective  
commitment  
recognition  
learning  
family harmony  
honesty  
originality  
prestige  
prosperity  
discipline  
respect  
fairness  
order  
spirituality  
adventure  
cooperation  
humor  
collaboration  
empathy  
family  
open-mindedness  
having adequate resources  
autonomy  
dependability  
trust  
beauty  
excellence  
teamwork  
service  
challenge  
profitability

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freedom  
friendship  
influence  
decisiveness  
justice  
quality  
hard work  
responsiveness  
fulfillment  
purposefulness  
diversity  
strength  
self-control  
cleverness  
success  
stewardship  
support  
equality  
harmony  
patience  
growth  
variety  
productivity  
competence  
health  
risk-taking  
simplicity  
independence  
comfortable home

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**STEP 2: PRIORITY, OUTCOME STATEMENTS, AND BEHAVIORS**

Please place your 3 to 5 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, say you had **Integrity** as a higher value than **Financial Growth** and you were offered a substantial amount of money as a gift that you know was obtained in an unethical manner. Taking the gift would improve your **Financial Growth** value, but you would decline the gift because your **Integrity** value has higher priority.

**EXAMPLES – CORE VALUES:****Core Value***Integrity***Outcome Statement***Do the right thing.***Behaviors:**

- *Tell the truth at all times*
- *Be ethical in all I do*
- *Be trustworthy*

**Core Value***Relationships***Outcome Statement***Demonstrate the awesome value of others.***Behaviors:**

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

**Core Value***Financial Growth***Outcome Statement***Gradually increase personal net worth***Behaviors:**

- *Manage debt*
- *Limit consumer spending*
- *Make well-researched/wise investments*
- *Fully pay credit card balances each month*



YOUR CORE VALUES:

**Core Value**

**Outcome Statement**

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**Behaviors:**

**Core Value**

**Outcome Statement**

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**Behaviors:**

**Core Value**

**Outcome Statement**

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**Behaviors:**

Core Value

Outcome Statement

Behaviors:

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Core Value

Outcome Statement

Behaviors:

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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 reaffirmation of values of which you were already aware. 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 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?