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**

<table>
<thead>
<tr>
<th>Value</th>
<th>Outcome Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Integrity</strong>: Do the right thing</td>
<td></td>
</tr>
<tr>
<td>Behaviors:</td>
<td></td>
</tr>
<tr>
<td>• Tell the truth always</td>
<td></td>
</tr>
<tr>
<td>• Be ethical in all I do</td>
<td></td>
</tr>
<tr>
<td>• Do nothing which detracts from trustworthiness.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value</th>
<th>Outcome Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relationships</strong>: Demonstrate the awesome value of others</td>
<td></td>
</tr>
<tr>
<td>Behaviors:</td>
<td></td>
</tr>
<tr>
<td>• Love people</td>
<td></td>
</tr>
<tr>
<td>• Equip others to succeed</td>
<td></td>
</tr>
<tr>
<td>• Expand our circle of influence</td>
<td></td>
</tr>
<tr>
<td>• Resolve conflicts</td>
<td></td>
</tr>
<tr>
<td>• Recognize and reward success</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value</th>
<th>Outcome Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Success</strong>: Set and achieve BHAG's (Big Hairy Audacious Goal)</td>
<td></td>
</tr>
<tr>
<td>Behaviors:</td>
<td></td>
</tr>
<tr>
<td>• Be adventurous</td>
<td></td>
</tr>
<tr>
<td>• Aggressively pursue excellence</td>
<td></td>
</tr>
<tr>
<td>• Passionately pursue customer loyalty</td>
<td></td>
</tr>
<tr>
<td>• Continuously learn and improve</td>
<td></td>
</tr>
<tr>
<td>• Evaluate all deliverables</td>
<td></td>
</tr>
<tr>
<td>• Demonstrate a balanced life</td>
<td></td>
</tr>
</tbody>
</table>

Core Value: ________________________________

Outcome Statement: ________________________________

Characteristics: ________________________________
Core Value: __________________________

Outcome Statement: __________________________

Characteristics:

---

Core Value: __________________________

Outcome Statement: __________________________

Characteristics:

---

Core Value: __________________________

Outcome Statement: __________________________

Characteristics:

---

Core Value: __________________________

Outcome Statement: __________________________

Characteristics:
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?