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*Pursuing Prosperity.*

## Core Values Exercise<sup>1</sup>

**Instructions:** The purpose of this exercise is to assist you in defining and prioritizing your core values. As you work through this exercise, make sure that you think about who you *actually* are, rather than what is considered socially acceptable. Take your time in completing this exercise.

**Step 1:** Read through the attached list of values and circle or highlight the values that resonate the **most** with you (do not circle the entire list). If a value that you find important is not on the list, please add it. Remember, this is a prioritization exercise, so just because a value is not circled does not mean it is not important. It merely means that it is not as important as the ones you did circle.

**Step 2:** Once you have identified the values that resonate with you, repeat step 1 as many times as necessary until you are able to reduce the list to 10 values.

**Step 3:** Rank your values list 1-10. To do this, write down each value on 10 notecards or pieces of paper. Then start at the bottom of the list and compare your #9 value to the #10 value and ask: *Which is more important to you; If I had to choose one and not the other which would it be; or Which must I have first?*

Whichever value is identified as more important gets moved to the #9 slot and the other goes to #10. Continue moving up the list one value at a time, so that you are comparing the top of the last selection to the value above it. After comparing #1 and #2 start again from the bottom as you did in the beginning. When you can make three full passes on the list and not move any values you are done.

Tip: If the values on your list seem similar, string several of the words together and separate them by a slash. Place the most significant word first. *Example: Integrity/Honesty/Walk-the-talk.*

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<sup>1</sup> This exercise was adapted from Co-Active Coaching (3<sup>rd</sup> ed.), used with permission



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**VALUES LIST**

Abundance	Articulacy	Capability	Conformity
Acceptance	Assertiveness	Care	Congruency
Accessibility	Assurance	Carefulness	Connection
Accomplishment	Attentiveness	Celebrity	Consciousness
Accuracy	Attractiveness	Certainty	Consistency
Achievement	Audacity	Challenge	Contentment
Acknowledgement	Authenticity	Charity	Continuity
Activeness	Availability	Charm	Contribution
Adaptability	Awareness	Chastity	Control
Adoration	Awe	Cheerfulness	Conviction
Adroitness	Balance	Choice	Conviviality
Adventure	Beauty	Clarity	Coolness
Affection	Belonging	Cleanliness	Cooperation
Affluence	Benevolence	Clear Mindedness	Cordiality
Aggressiveness	Best	Cleverness	Correctness
Agility	Bliss	Closeness	Courage
Alertness	Boldness	Comfort	Courtesy
Altruism	Bravery	Commitment	Craftiness
Ambition	Brilliance	Compassion	Creativity
Amusement	Buoyancy	Completion	Credibility
Anticipation	Calmness	Composure	Cunning
Appreciation	Camaraderie	Concentration	Curiosity
Approachability	Candor	Confidence	Daring



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Decisiveness	Dynamism	Expressiveness	Frugality
Decorum	Eagerness	Extravagance	Fun
Deference	Economy	Extroversion	Gallantry
Delight	Ecstasy	Exuberance	Generosity
Dependability	Education	Fairness	Gentility
Depth	Effectiveness	Faith	Giving
Desire	Efficiency	Fame	Grace
Determination	Elation	Family	Gratitude
Devotion	Elegance	Fascination	Gregariousness
Devoutness	Empathy	Fashion	Growth
Dexterity	Encouragement	Fearlessness	Guidance
Difference	Endurance	Ferocity	Happiness
Dignity	Energy	Fidelity	Harmony
Diligence	Enjoyment	Fierceness	Health
Direction	Entertainment	Firmness	Heart
Directness	Enthusiasm	Fitness	Helpfulness
Discipline	Excellence	Flexibility	Heroism
Discovery	Excitement	Flow	Holiness
Discretion	Exhilaration	Fluency	Honesty
Diversity	Expectancy	Focus	Honor
Dominance	Expediency	Fortitude	Hopefulness



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Dreaming	Experience	Frankness	Hospitality
Drive	Expertise	Freedom	Humility
Duty	Exploration	Friendliness	Humor
Hygiene	Kindness	Open Mindedness	Potency
Imagination	Knowledge	Openness	Power
Impact	Leadership	Optimism	Practicality
Impartiality	Learning	Order	Pragmatism
Independence	Liberation	Organization	Precision
Industry	Liberty	Originality	Preparedness
Ingenuity	Liveliness	Outlandishness	Presence
Inquisitiveness	Logic	Outrageousness	Privacy
Insightfulness	Longevity	Passion	Proactivity
Inspiration	Love	Peace	Professionalism
Integrity	Loyalty	Perceptiveness	Prosperity
Intelligence	Majesty	Perfection	Prudence
Intensity	Mastery	Perkiness	Punctuality
Intimacy	Maturity	Perseverance	Purity
Intrepidness	Meekness	Persistence	Realism
Introversion	Mellowness	Persuasiveness	Reason
Intuition	Meticulousness	Philanthropy	Reasonableness
Intuitiveness	Mindfulness	Piety	Recognition
Inventiveness	Modesty	Playfulness	Recreation



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Investing	Motivation	Pleasantness	Refinement
Joy	Mysteriousness	Pleasure	Reflection
Judiciousness	Neatness	Poise	Relaxation
Justice	Nerve	Polish	Reliability
Keeness	Obedience	Popularity	Religiousness
Resilience	Service	Success	Unity
Resolution	Sexuality	Support	Usefulness
Resolve	Sharing	Supremacy	Utility
Resourcefulness	Shrewdness	Surprise	Valor
Respect	Significance	Sympathy	Variety
Rest	Silence	Synergy	Victory
Restraint	Silliness	Teamwork	Vigor
Reverence	Simplicity	Temperance	Virtue
Richness	Sincerity	Thankfulness	Vision
Rigor	Skillfulness	Thoroughness	Vitality
Sacredness	Solidarity	Thoughtfulness	Vivacity
Sacrifice	Solitude	Thrift	Warmth
Sagacity	Soundness	Tidiness	Watchfulness
Saintliness	Speed	Timeliness	Wealth
Sanguinity	Spirit	Traditionalism	Willfulness
Satisfaction	Spirituality	Tranquility	Willingness
Security	Spontaneity	Transcendence	Winning



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Self-control	Spunk	Trust	Wisdom
Selflessness	Stability	Trustworthiness	Wittiness
Self-reliance	Stealth	Truth	Wonder
Sensitivity	Stillness	Understanding	Youthfulness
Sensuality	Strength	Unflappability	Zeal
Serenity	Structure	Uniqueness	