

Intro

Core values create a strong **leadership identity** - a “**personal brand**” that influences business success.

Core values are who you are, who you want to become, and they are why new hires, customers, friends, and partners choose you.

This guide provides a framework that will help identify what your core values are if you're just getting started, or, identify areas that need to be re-examined.

“Leadership is autobiographical. If I don't know who you are as a person, I don't know who you are as a leader.”

– Noel Tichy

Step 2: Select (cont.)

You may find that you identify with many of these values. Remember, just because you don't select it doesn't mean you don't value it. It just means it might not be core to you at this point in your life. Narrowing your list down is the challenge and the gift of this exercise.

Acceptance To be accepted as I am, to accept others	Accuracy To be precise and accurate, to not make needless errors	Achievement To engage in competition and win, to achieve a higher level of success	Adaptability Ability to adjust to new conditions	Adventure To have new and exciting experiences
Aesthetics To appreciate beauty around me	Agility Ability to move quickly and easily	Altruism Doing something cooperative or altruistic for the benefit of your community	Ambition Strong desire to do or achieve	Assertiveness Confident behavior, speaking up for what you believe in
Authority To be in charge of and responsible for people or processes	Autonomy To have the power or right to act	Balance To purposefully arrange one's time for optimal energy	Boldness Courage to question and challenge authority or norms	Camaraderie Mutual trust and affinity among people
Candor Being open, transparent, honest in expression	Challenge To take on difficult tasks and problems	Collaboration Working with someone to produce something	Comfort To have a comfortable life	Commitment To make enduring, meaningful promises and following through on them
Community A feeling of fellowship with others	Compassion To feel and act upon care and concern for others	Consistency Deliberate attention in the application of something	Contribution To make a lasting contribution in the world	Convention To conform to or follow a predetermined path or ideal
Cooperation To work collaboratively with others even if it doesn't serve you	Courage Ability to do something despite fear; bravery of character	Curiosity Strong desire to know or learn	Decisiveness Ability to make decisions quickly and effectively	Dependability To be reliable and trustworthy
Determination Firmness of purpose	Diligence Careful and persistent effort; follow-through	Diversity To meaningfully welcome and include a variety of perspectives & ways of life	Drive Strong urge to attain a goal; consistent quest for working hard	Duty To carry out my duties and obligations
Ecology To live in harmony with the environment	Efficiency Good use of time and energy	Excellence Quality of being outstanding and high-value	Expertise Mastery of competency, expert skill or knowledge in a particular field	Fairness Impartial and just treatment, equity, ethical practice
Family To have connectedness to a supportive family, even through difficult periods	Flexibility To adjust to new circumstances easily	Focus Concentration on few interests or activities	Friendship To have close, supportive friends	Fun To play and have fun

Step 2: Select (cont.)

Generosity To give what I have to others	Genuineness To act in a manner that is true to who I am without compromise	Growth To keep changing, learning, and growing	Helpfulness To be caring and helpful to the needs of others	Honesty To be honest and truthful at all costs
Hope To maintain an optimistic outlook; confidence about the future; positivity	Humility To be modest and unassuming	Humor To see the humorous side of myself and the world	Independence To be free from dependence on others; self-assurance	Inner Harmony Feeling of peace of mind
Innovative To have and be part of new ideas	Integrity Being honest and having strong moral principles	Intellectualism Possessing or showing mental capacity	Intuitiveness Perceiving or feeling without intentional rational thought	Leisure To take time to relax and enjoy
Likability To be well-liked by many people, popularity	Loyalty Strong feeling of allegiance	Moderation To avoid excesses and find a middle ground	Openness To be open to new experiences, ideas, and options	Order To have a life that is well-ordered and organized
Originality Ability to think independently and creatively	Passion To have deep feelings about ideas, activities, or people	Perseverance Doing something despite sustained difficulty	Power To have control and influence over others	Pragmatism To see and act realistically and practically
Privacy Free from being observed; discretion	Proactivity Taking control and making things happen	Professionalism To consistently behave in a professional manner	Recognition Respect and recognition from others; to be known for something	Resourcefulness Ability to find quick and clever ways to overcome difficulties
Responsibility Being answerable for your actions	Risk-Taking The thrill of taking risks and chances	Security Being free from threat of upheaval or the unknown	Self-Respect Behaving with dignity at all costs	Serenity Being calm, peaceful, and untroubled
Service To be of service to others	Significance Work that has significance and purpose; impact	Simplicity To live life simply, with minimal needs	Solitude To have time and space where I can be apart from others	Sophistication Having a higher standard for behavior
Speed The rate at which someone or something is able to operate	Spirituality To live by a set of faith-based or religious beliefs	Stability To have a life that stays fairly consistent	Status Relative social or professional standing	Tradition To follow respected patterns of the past
Trust Having firm reliability in someone or something	Variety To have a life full of change and variety	Wealth To have plenty of money	Wellness To be physically and mentally well; healthy	Wisdom Having experience, knowledge, or good judgement