



20 minutes

## Defining Your Core Values

This exercise is designed to help you determine your core values. Having values that you can share with others whether that be your family, your employees or your suppliers and customers can be a real help when you are making decisions about your business or your life choices.

Follow each step in order (don't scroll down to the next page until instructed to do so).

### **THIS EXERCISE IS MOST EFFECTIVE WHEN HAND WRITTEN**

**STEP 1:** Write down three people that inspire you or who you admire – they can be people you know personally (family, friends or colleagues) or people who are famous or in a position of authority, perhaps within your industry. ANY 3 PEOPLE.

1.

2.

3.

**WHEN COMPLETED – SCROLL DOWN TO NEXT PAGE**

**STEP 2:** Write down three characteristics that you respect or admire about each of the three people.

**1.**



**2.**



**3.**



**WHEN COMPLETED – SCROLL DOWN TO NEXT PAGE**

**STEP 3:** Now you have these characteristics as a guide, write down three to five values that are essential to you and how you lead your life.

**Value 1.**

**Value 2.**

**Value 3.**

**Value 4.**

**Value 5.**

PLACE THIS PAGE SOMEWHERE PROMINENT TO REMIND YOU WHAT IS IMPORTANT TO YOU AND OBSERVE HOW THESE VALUES EFFECT DECISIONS YOU TAKE IN YOUR LIFE.