



WORKSHEET: IDENTIFY YOUR VALUES

Values are the core principles that give meaning to your life and are defined as a set of standards that determine your attitudes, choices, and actions. Values change as you change; they reflect what's important to you at any given moment in time.

Your deepest values, and the ones that often stay with you the longest, are your **intrinsic** values.



Intrinsic values are ends in themselves, such as happiness or integrity. They are the guiding principles by which you lead your life.

When you're crafting a personal brand, you must understand your core values because they are the heart of who you are.

Review the list of values below and pick the top 5 that you most resonate with.

- Accessibility
- Accomplishment
- Accountability
- Accuracy
- Adventure
- Affection
- Affluence
- Altruism
- Ambition
- Assertiveness
- Balance
- Bravery
- Calmness
- Celebrity
- Challenge
- Charity
- Clarity
- Comfort
- Commitment
- Compassion
- Completion
- Contentment
- Control
- Courage
- Creativity
- Curiosity
- Dependability
- Determination
- Directness
- Discipline
- Diversity
- Efficiency
- Empathy
- Enthusiasm
- Excellence
- Experience
- Expertise
- Fairness
- Faith
- Fame
- Family
- Fidelity
- Flexibility
- Fun
- Generosity
- Grace
- Growth
- Health
- Honesty
- Humor
- Imagination
- Impact
- Independence
- Integrity
- Intelligence
- Justice
- Kindness

- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Mindfulness
- Optimism
- Originality
- Passion
- Peace
- Perfection
- Power
- Prosperity
- Punctually
- Recognition
- Relaxation
- Reliability
- Resourcefulness
- Respect
- Security
- Sensitivity
- Significance
- Sincerity
- Speed
- Spirituality
- Spontaneity
- Stability
- Strength
- Success
- Sympathy
- Teamwork
- Trust
- Truth
- Understanding
- Unity
- Vision
- Winning



WRITE YOUR TOP 5 VALUES

Pick your top 5 values and spend a moment and define what they mean to you.

Then go back through each value and give yourself a rating between 1 to 5, where 1 indicates you are not living this value and 5 means you live this value consistently.

	VALUE	RATING 1 - 5
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____



ANSWER THE FOLLOWING QUESTIONS

1. WHAT ARE SOME WAYS YOU CAN INCORPORATE YOUR VALUES MORE INTO YOUR PERSONAL AND WORK LIFE?

2. THINK ABOUT WHETHER OR NOT THE DECISION MAKERS IN YOUR LIFE ARE ABLE TO SEE THIS VALUE IN YOUR DAY TO DAY INTERACTIONS.
