



Standing Firm: Defining Your Personal Core Values

In the wake of experiences like the one in Chapter 11, "Aligning Actions and Words for Personal Integrity," understanding your personal core values becomes not only vital but transformational. These values are the foundation upon which your actions, decisions, and behaviors are built. When your career aligns with your values, you'll find a profound sense of fulfillment and success. It becomes your personal compass, guiding you to places where you can flourish, even in the face of adversity.

The aim of this exercise is to help you clarify your values and understand their significance in your life and career. The journey of self-discovery starts now!

Initial Cut:

Start with a list of 200 personal core values. Cross off any words that don't align with your innermost convictions. This is about defining the real you, not the person others expect you to be.

Cut The List In Half:

Review the remaining values. Try to reduce the list by half. It might be challenging, but your goal is to identify those values that deeply resonate with you - the principles you wouldn't compromise on, no matter the circumstance. Continue to halve the list until you have about 10-15 words left.

Group and Choose:

At this stage, you may find similar words left on your list. For instance, you might have "compassion," "kindness," and "empathy." Group these similar words together and pick the one that most closely represents the cluster for you.

The Final Five:

Now, aim to distill your list down to your top five core values. These are the principles that resonate most deeply with you and define your essence.

Personalize Your Values:

For each of your final five values, write out what that value signifies to you. For example, "Integrity" might mean "always doing the right thing, even when no one is watching" to you. Include instances from your life, like those shared in Chapter 11, where you have upheld these values.



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Remember, this exercise isn't just about identifying your core values. It's about understanding their worth and standing firm when they're challenged. Like in the story from Chapter 11, may your personal values guide you in making decisions that honor your truth, bringing fulfillment and integrity into your work and life.





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Core Value	What Does This Word Mean To You?

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abundance	beauty	communication	delight
acceptance	being the best	community	democracy
accessibility	belonging	compassion	dependability
accomplishment	benevolence	competence	depth
accountability	bliss	competition	desire
accuracy	boldness	completion	determinacy
achievement	bravery	composure	determination
acknowledgement	brevity	concentration	development
activeness	brightness	confidence	devotion
adaptability	brilliance	conformity	devoutness
adoration	buoyancy	congruency	dexterity
adroitness	calm	connection	dignity
adventure	calmness	consciousness	diligence
advocacy	camaraderie	consistency	direction
affection	candor	contentment	directness
affluence	capability	continuity	discipline
aggressiveness	capable	continuous	discovery
agility	care	improvement	discretion
alertness	careful	contribution	diversity
altruism	carefulness	control	dominance
ambition	caring	conviction	dreaming
amusement	celebrity	conviviality	drive
anticipation	certainty	coolness	duty
appreciation	challenge	cooperation	dynamism
approachability	change	cordiality	eagerness
art	charity	correctness	earnestness
articulacy	charm	courage	ease
assertiveness	chastity	courtesy	economy
assurance	cheerfulness	craftiness	ecstasy
attentive	choice	creation	education
attentiveness	clarity	creativity	effectiveness
attractiveness	cleanliness	credibility	efficiency
audacity	clear	cunning	elation
authenticity	clear-mindedness	curiosity	elegance
authority	clever	curiousness	empathy
autonomy	cleverness	daring	empower
availability	closeness	decisive	encouragement
awareness	collaboration	decisiveness	endurance
awe	comfort	decorum	energy
balance	commitment	dedication	enjoyment
be of service	common sense	deference	entertainment



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enthusiasm	flexibility	hopefulness	kindness
equality	flow	hospitality	knowledge
ethical	fluency	humility	lawful
ethics	focus	humor	leadership
excellence	foresight	hygiene	learning
excitement	fortitude	idealism	legacy
exhilaration	frankness	imagination	liberation
expectancy	freedom	impact	liberty
expediency	friendliness	impartiality	listening
experience	friendship	improvement	literacy
expertise	friendships	inclusiveness	liveliness
exploration	frugality	independence	logic
expression	fun	individuality	longevity
expressive	gallantry	industry	love
expressiveness	generosity	influence	loyalty
extravagance	genius	ingenuity	magnificence
extroversion	gentility	inner harmony	majesty
exuberance	giving	innovation	making a difference
fairness	good health	inquisitive	mastery
faith	goodness	inquisitiveness	maturity
fame	grace	insightful	meaning
family	gratitude	insightfulness	meekness
family-oriented	greatness	inspiration	mellowness
famous	gregariousness	inspiring	merit
fascination	growth	integrity	meticulousness
fashion	guidance	intellect	mindfulness
fast paced action	happiness	intellectual status	moderation
fearless	hard work	intelligence	modesty
fearlessness	harmony	intensity	motivation
feelings	health	intimacy	mysteriousness
ferocious	health and wellness	intrepidness	mystery
ferocity	heart	introversion	nature
fidelity	helpfulness	intuition	neatness
fierceness	helping others	intuitive	nerve
financial	helping society	intuitiveness	nurture
independence	heroism	inventiveness	nurturing
financial rewards	holiness	investing	obedience
financial well-being	honesty	joy	observance
firmness	honor	judiciousness	open-mindedness
fitness	hope	keenness	openness



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optimism	proactive	results-oriented	solitude
order	proactively	reverence	soundness
organization	proactivity	richness	speed
originality	productivity	rigor	spirit
outlandishness	professionalism	risk	spirituality
outrageousness	progress	risk taking	spontaneity
passion	promotion	risk-taking	spontaneous
patience	prospects	romance	sprint
patriotism	prosperity	routine	spunk
peace	prudence	sacredness	stability
perceptiveness	punctuality	sacrifice	status
perfection	purity	safety	stealth
performance	purpose	sagacity	stewardship
perkiness	quality	saintliness	stillness
perseverance	quality-orientation	sanguinity	strategic
persistence	reaching potential	satisfaction	strength
personal	realism	security	structure
development	realistic	self-expression	success
personal growth	reason	self-actualization	support
persuasiveness	reasonableness	self-control	supremacy
philanthropy	recognition	self-reliance	surprise
piety	recreation	selfless	sustainability
pioneering	refinement	selflessness	sympathy
playfulness	reflection	sensibility	synergy
pleasantness	reflective	sensitivity	tact
pleasure	relationships	sensuality	talent
poise	relaxation	serenity	teaching
polish	reliability	service	teamwork
popularity	religion	sexuality	temperance
positivity	religiousness	sharing	tenacity
potency	reputation	shrewdness	thankful
potential	resilience	significance	thankfulness
power	resolution	silence	thorough
practicality	resolve	silliness	thoroughness
pragmatism	resourcefulness	simplicity	thoughtful
precision	respect	sincerity	thoughtfulness
preparedness	responsibility	skill	thrift
presence	responsiveness	skillfulness	tidiness
present	rest	smart	timeliness
pride	restraint	sobriety	tolerance
privacy	results	solidarity	toughness



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tradition
traditional
traditionalism
tranquility
transcendence
transparency
travel
trust
trustworthiness
trustworthy
truth
truth-seeking
understanding
unflappability
uniqueness
unity
usefulness
utility
valor
variety
versatility
victory
vigor
virtue
vision
vitality
vivacity
warmth
watchfulness
wealth
welcoming
well-being
willfulness
willingness
winning
wisdom
wonder
youthfulness
zeal
zest for life



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