**Personal Values Inventory**

Step 1: The following list is representative of words or phrases that illustrate values. Circle the words or phrases that feel important to you. Pay special attention to those words that seem to jump out and choose you or to the words that feel right. Watch your tendency to choose words that you feel you should choose or you think others would choose versus the ones that you really want to choose. Circle any words that speak to the essence of who you are and don’t think about it too much.

|  |  |  |  |
| --- | --- | --- | --- |
| Humour | Freedom to choose | Comfort | Influence |
| Directness | Connectedness | Control | Gratitude |
| Partnership | Acknowledgement | Danger | Peaceful |
| Productivity | Comradeship | Educate | Learn |
| Service | Lightness | Laughter | Truth |
| Contribution | Spirituality | Family | Fun |
| Excellence | Empowerment | Energy | Direct |
| Free spirit | Focus | Integration | Imagination |
| Self expression | Health | Open minded | Originality |
| Romance | Creativity | Daring | Glamour |
| Recognition | Independence | Moving forward | Patient |
| Harmony | Nurturing | People | Integrity |
| Accomplishment | Fitness | Religious | Prepared |
| Orderliness | Beauty | Love | Security |
| Authenticity | Sensual | Unique | Honesty |
| Risk taker | Elegance | Drama | Wordsmith |
| Success | Big picture | Grace | Wisdom |
| Accuracy | Planning | Power | Customer service |
| Vitality | Understand | Adventurous | Lack of pretence |
| Trust | Facilitate | Accountability | Victor |
| Zest | Congruence | Wealth | Joy |
| Tradition | Leader | Positive | Well known |
| Calm | Sexual | Partnership | Growth |
| Dedication | Sporty | Persistence | Aesthetics |
| Entertain | Responsible | Participation | Perfect |
| Pleasure | Friendship | Performance | Originality |
| Strength | Unusual | Collaboration | Mastery |
| To experience | Community | Ingenious | Spontaneity |
| Driven | Easy going | Loyalty | Other words? |
| Mentor | Confidence | Curiosity |  |
| Personal power | Freedom | To win |  |

Step 2: Now narrow your list of words from all those you have circled to ten. Review each circled word put a tick next to the ones that feel really important to your personal brand.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 6 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 7 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 8 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 9 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 10\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Step 3: Now narrow your list even further. As you look at your list of ten, choose the five words that are the most important to your brand. You may know them immediately or you may feel frustrated and uncomfortable with the idea of giving up the other five. You may choose less than five but no more. Write your list of your core five personal brand values here:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Step 4: As you look over your five values think about how they are expressed through your daily life. What actions can you take to align your activities even more with your values?

|  |  |  |
| --- | --- | --- |
| **Area of life** | **Action to close the gap and live the values** | **Due date** |
| Health |  |  |
| Relationships |  |  |
| Money |  |  |
| Behaviours |  |  |
| Spirituality |  |  |
| Career |  |  |

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