

Discover Your Values

Step One:

Read each value and place a check mark in the appropriate column to indicate its relative importance to you (not important (N.I.), somewhat important (S.I.), or very important (V.I.)). Rate all values on the list. Use the “Other” spaces to add values important to you but not included on the list.

Value Description	N.I.	S.I.	V.I.
Achievement (results, tasks completed)			x
Adventure (new experiences, challenges, excitement)			x
Artistic Expression (drama, painting, literature)	x		
Balance (proper attention to each area of life)	x	>	
Competition (desire to win, to take risks)	x		
Contribution (desire to make a difference, to give)		>	x
Control (desire to be in charge, sense of order)	x		
Cooperation (teamwork, working with others)	>	>	x
Creativity (new ideas, innovation, experimenting)	x	>	
Economic Security (freedom from financial worries)			x
Fairness (equal chance, equal hearing for all)	x		
Fame (desire to be well-known, recognized)	x		
Family Happiness (desire to get along, respect, harmony)			x
Friendship (intimacy, caring, support)			x
Generosity (desire to give time and money readily)	x		
Health (physical fitness, energy, no disease)			x
Independence (self-reliance, freedom from controls)			x
Influence (desire to shape ideas, people, processes)	x		
Inner Harmony (desire to be at peace with oneself)			x
Integrity (honesty, sincerity)			x
Learning (growth, knowledge, understanding)			x
Loyalty (duty, allegiance, respect)		>	x
Nature (care for and appreciation of the environment)		>	x
Order (organization, conformity, stability)			x
Personal Development (improvement, reach potential)			x
Pleasure (enjoyment, fun, happiness)	x		
Power (authority, influence over people and/or situations)	x		
Prestige (visible success, rank, status)	x		
Quality (excellence, high standards, minimal errors)			x
Recognition (respect, acknowledgment, applause)	x	>	
Responsibility (desire to be accountable, trustworthy, mature)			x
Security (desire to feel safe about things, surroundings)			x
Service (desire to assist others, to improve society)		x	
Self-Respect (pride in self, feeling worthy)			x
Spirituality (belief or interest in a higher power or God)		x	
Stability (continuity, predictability)	x		

Adapted from “Be Your Own Brand” by David McNally and Karl Speak

Tolerance (openness to others, their views & values)	<input checked="" type="checkbox"/>	
Tradition (treasuring the past, customs)	<input checked="" type="checkbox"/>	
Variety (diversity of activities and experiences)	<input checked="" type="checkbox"/>	
Wealth (material prosperity, affluence, abundance)	<input checked="" type="checkbox"/>	
Wisdom (desire to understand life, exercise sound judgment)		<input checked="" type="checkbox"/>
Other:		
Other:		
Other:		

Step Two:

After checking the relative importance of all the values, look at those you checked as being “very important.” Your goal for this survey is to refine your list of very important values to the seven you consider most important. Go back through the list and choose the seven values that are most important to you. Record these seven values in any order on the lines below.

Top 7 “Very Important” Values

- | | | |
|----|-------------------|---|
| 1. | Health | Top 3: (1) Health (2) Nature (3) Economic Security |
| 2. | Nature | |
| 3. | Economic Security | |
| 4. | Wisdom | |
| 5. | Self Respect | |
| 6. | Quality | |
| 7. | Integrity | |

As you review your choices, give thought to whether these are values you actually have and live by or whether they are values you feel you ought to have. You may have chosen a value through a sense of loyalty to an outside influence – family, religion, employer, community, etc. That value, while not to be discounted, may not actually be among the seven values that most commonly and realistically characterize your actions. It is crucial to be honest and realistic, rather than idealistic, in your assessments. Since this is not a test, no one is going to try to impose their sense of “proper” values on you. Give your list one more review and make any changes necessary.

Congratulations! You are now in a rare group of people who actually know what is, at the core of their being, important to them.