

Executive Success Coach Certification Program

Core Values Clarification

This Core Values Clarification is being provided to you as a resource only. If you wish to use this exercise to discover your top 5 values, it is here for you. You are not required to do this for the training program.

Each and every one of us has a set of Core Values that are unique to us. This is in the DNA of who we are. We are born with certain beliefs and needs that represent what is most important to us. They are the threads of the fabric of our souls. Like a fingerprint, our values are our symbol of identity in this world.

Values are not morals, ethics or principals of moral standard. There is no sense of right or wrong about behaviors here. And although living ethically might be a value for you, morals are often things that are learned and adopted.

Values can often be manifested either positively or negatively in your life, but as a value, they are what I call "charge neutral". They, in and of themselves, have no negative or positive connotation.

Values are not desires, wants, or wishes. They make up who you really are. They aren't about who you'd like to be.

We all have a set of what is called "Universal Values" – values/basic needs that we all need. These are:

- Physical – (food, water, air, shelter, etc)
- Safety – (will I have enough food, water, shelter, etc to last. A.k.a. Security)
- Social – (the need for love, being part of something that includes people. etc)
- Esteem – (the need for self-worth, etc)
- Meaning – (the need for meaning or purpose)

Our Core Values are the values that we possess, above and beyond our Universal Values. We all have dozens of values, but what makes us unique is the priority on which we put on our values. Some simply take up more real estate than others.

The key to Fulfillment is being clear about what your Core Values are (particularly your top values) and manifesting them in your life positively. If you have values in your life that aren't being manifested, your life may feel "flat", "boring", "ho-hum". If some of your values are being manifested negatively, your life will feel chaotic or dramatic; alive but conflicted. If any of your values are being stomped on (through your work, through your relationships or through your own limited beliefs), that part of your life will feel practically unbearable, regardless of how many values are being manifested positively alongside them.

Once you identify your top Core Values, you can use them to create new commands for what you want instead. Knowledge is power and knowing your top 5 values empowers you to create real and lasting change in your life.

Sample Values Sheet

Accomplishment	Fun	Quest
Accuracy	Gamble	Recognition
Achievement	Gloriousness	Relationship
Adventure	Grace	Risk taking
Aliveness	Growth	Romance
Amusement	Harmony	Safety
Assistance	Honesty	Security
Attractiveness	Health	Self expression
Authenticity	Humor	Sensuality
Autonomy	Impact	Service
Balance	Improve	Sizzle
Being seen	Influence	Spark
Bliss	Inspire	Spiritual growth
Brilliance	Instruct	Spiritual connection
Challenge	Integrity	Star
Compassion	Intimacy	Stimulation
Community	Inventiveness	Strength
Connection	Joy	Sustainability
Contribution	Laughter	Taste
Creativity	Leadership	Teach
Expression	Learning	Thrill
Directness	Magnificence	Touch
Discernment	Movement	Tradition
Discovery	Music	Triumph
Education	nature	Uplift
Empathy	Nurturing	Venture
Empowerment	Orderliness	Vitality
Encouragement	Originality	Voice
Enlightenment	Partnership	Wellness
Excellence	Persuade	Zest
Experiment	Personal power	
Focus	Perception	
Freedom	Productivity	
Free Spirit	Providing	

Top 5 Values – Your “Must Haves”

*What are the things that you **must have** in your life to be fulfilled? What are the values you absolutely must honor – or part of you dies? Have you missed any? Are there any on the Sample Values sheet that better express a value I have already identified?*

<i>Top 5 Values</i>	<i>Where are you honoring this value?</i>	<i>Where is this being dishonored or stomped on?</i>	<i>What do you want instead?</i>
1.			
2.			
3.			
4.			
5.			