



What Are Your Values?

Core Values are your personal and professional foundation.

What Are Core Values?

Core values drive our success and happiness in life and business. They are the ideals and ideas that we feel tug at us with urgency throughout the years. We do not compromise on them. Values establish our sacred ground. Our values are our source of strength, of skill, of positive experience and of positive results.

Values represent what is ultimately most important to us within our life and business. They guide us in making decisions, in setting priorities and evaluating the merit of opportunities and the virtue of certain behaviours. When we do compromise on a core value, we experience stress and strain.

You have 4 relationships you're always dealing with. You have relationships with:

- people (personal and professional)
- information (how you process information, think and make decisions)
- time (how you manage the 24 hours you have available)
- money (your view of and how you use it)

Everything in life and business is connected to these 4 relationships.

You have many values you hold dear. With careful thought and reflection, these many values can be distilled down to just 4 Core Values; one for each of your four relationships.

Our work now is to get you clear on your core values. Like a foundation on a house, your core values are the foundation of your life and business.

What Are Your Values?

Defining Your Core Values for People

This exercise will be repeated 4 times, once for each of your 4 relationships.

Step 1: Create a short list

Following is a list of values related to People. From the list, start a short list by circling the qualities you admire most in others. These are the qualities you are most attracted to and look for in friends, heroes, leaders and clients. Choose qualities you aspire to yourself. If there are qualities missing, add them to your shortlist. We're looking for a list of qualities that resonate with you most strongly.

| | | | |
|----------------------|---------------------|----------------------|---------------------|
| accessibility | adaptability | collaboration | compliance |
| congruency | connection | devotion | dignity |
| diplomacy | empathy | fairness | faith |
| honesty | honour | inclusivity | independence |
| justness | kindness | loyalty | receptivity |
| respect | tolerance | synergy | |
| | | | |

What Are Your Values?

Defining Your Core Values for People

Step 2: Distill down to one

Your task now is to distill your short list of values down to just 1 core value.

Review each quality on your people list. Consider it. Reflect on it. What does it mean to you? Is it imperative that you have this quality present in your life, or can you live with letting go of it (for this exercise only)? Are there qualities that are less important than others? If yes, strike them off the list.

Of the remaining values, start comparing them. Ask yourself, "if I had to choose Value A or Value B, which would I choose?". For example, if you had to choose "collaboration" or "connection", which would you choose?

Continue this exercise until you have eliminated all but 1 value from your list. This remaining value is your Core Value related to People.

My People Value is: _____

Document your core people value on your Venture with Velocity Plan, page 1.



Pro Tip: This exercise is easier with help. Ask a friend or family member to read your values to you. Explain to your helper what these values mean to you. Have your helper ask you, "if you had to choose value A or value B, which would you choose"? Working this exercise out loud is very beneficial!

What Are Your Values?

Defining Your Core Values for Information

Now we work on your second of four core values.

Step 1: Create a short list

Following is a list of values related to Information. From the list, start a short list by circling the qualities you admire most in others. These are the qualities you are most attracted to and look for in friends, heroes, leaders and clients. Choose qualities you aspire to yourself. If there are qualities missing, add them to your shortlist. We're looking for a list of qualities that resonate with you most strongly.

| | | | |
|---------------------|---------------------|----------------------|-----------------------|
| articulation | authenticity | autonomy | coherence |
| compassion | curiosity | determination | discipline |
| durability | excellence | ingenuity | insightfulness |
| intelligence | methodical | perception | pragmatism |
| prudence | clarity | reflection | rigor |
| sensitivity | truth | accuracy | reliability |
| | | | |

What Are Your Values?

Defining Your Core Values for Information

Step 2: Distill down to one

Your task now is to distill your short list of values down to just 1 core value.

Review each quality on your information list. Consider it. Reflect on it. What does it mean to you? Is it imperative that you have this quality present in your life, or can you live with letting go of it (for this exercise only)? Are there qualities that are less important than others? If yes, strike them off the list.

Of the remaining values, start comparing them. Ask yourself, "if I had to choose Value A or Value B, which would I choose?". For example, if you had to choose "authenticity" or "clarity", which would you choose?

Continue this exercise until you have eliminated all but 1 value from your list. This remaining value is your Core Value related to Information.

My Information Value is: _____

Document your core information value on our Venture with Velocity Plan, page 1.



Pro Tip: This exercise is easier with help. Ask a friend or family member to read your values to you. Explain to your helper what these values mean to you. Have your helper ask you, "if you had to choose value A or value B, which would you choose"? Working this exercise out loud is very beneficial!

What Are Your Values?

Defining Your Core Values for Time

Now we work on your third of four core values.

Step 1: Create a short list

Following is a list of values related to Time. From the list, start a short list by circling the qualities you admire most in others. These are the qualities you are most attracted to and look for in friends, heroes, leaders and clients. Choose qualities you aspire to yourself. If there are qualities missing, add them to your shortlist. We're looking for a list of qualities that resonate with you most strongly.

| | | | |
|-----------------------|-----------------------|------------------------|---------------------|
| accomplishment | accountability | ambition | balance |
| commitment | dependability | diligence | ease |
| enterprising | flexibility | industriousness | influence |
| innovation | persistence | proactivity | progress |
| simplicity | stability | sustainability | transparency |
| efficiency | effectiveness | punctuality | |
| | | | |

What Are Your Values?

Defining Your Core Values for Time

Step 2: Distill down to one

Your task now is to distill your short list of values down to just 1 core value.

Review each quality on your list. Consider it. Reflect on it. What does it mean to you? Is it imperative that you have this quality present in your life, or can you live with letting go of it (for this exercise only)? Are there qualities that are less important than others? If yes, strike them off the list.

Of the remaining values, start comparing them. Ask yourself, "if I had to choose Value A or Value B, which would I choose?". For example, if you had to choose "efficiency" or "balance", which would you choose?

Continue this exercise until you have eliminated all but 1 value from your list. This remaining value is your Core Value related to People.

My Time Value is: _____

Document your core time value on our Venture with Velocity Plan, page 1.



Pro Tip: This exercise is easier with help. Ask a friend or family member to read your values to you. Explain to your helper what these values mean to you. Have your helper ask you, "if you had to choose value A or value B, which would you choose"? Working this exercise out loud is very beneficial!

What Are Your Values?

Defining Your Core Values for Money

Now we work on your last of four core values.

Step 1: Create a short list

Following is a list of values related to Money. From the list, start a short list by circling the qualities you admire most in others. These are the qualities you are most attracted to and look for in friends, heroes, leaders and clients. Choose qualities you aspire to yourself. If there are qualities missing, add them to your shortlist. We're looking for a list of qualities that resonate with you most strongly.

| | | | |
|--------------------|--------------------|-------------------|---------------------|
| abundance | adventure | audacity | beauty |
| charity | credibility | dedication | desirability |
| elegance | enthusiasm | expression | focus |
| fun | generosity | grace | humility |
| humour | imagination | optimism | passion |
| playfulness | uniqueness | | |
| | | | |

What Are Your Values?

Defining Your Core Values for Money

Step 2: Distill down to one

Your task now is to distill your short list of values down to just 1 core value.

Review each quality on your list. Consider it. Reflect on it. What does it mean to you? Is it imperative that you have this quality present in your life, or can you live with letting go of it (for this exercise only)? Are there qualities that are less important than others? If yes, strike them off the list.

Of the remaining values, start comparing them. Ask yourself, "if I had to choose Value A or Value B, which would I choose?". For example, if you had to choose "abundance" or "fun", which would you choose?

Continue this exercise until you have eliminated all but 1 value from your list. This remaining value is your Core Value related to Money.

My Money Value is: _____

Document your core money value on our Venture with Velocity Plan, page 1.



Pro Tip: This exercise is easier with help. Ask a friend or family member to read your values to you. Explain to your helper what these values mean to you. Have your helper ask you, "if you had to choose value A or value B, which would you choose"? Working this exercise out loud is very beneficial!