
**Core Values
Assessment**



THE ARTFUL MARKETER

A FUNDAMENTAL BUSINESS GUIDE
for CREATIVE ENTREPRENEURS

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Your Core Values Assessment

Introduction

Values are the cornerstone of your relationships and determine what you believe about money, free time, work, friends, intimacy, clothes, politics, family, and spirituality. Values drive your actions and add meaning to your life. One of your essential assignments in business is to identify your values: first for your personal life and second for your business.

Each of us has a set of values which are easily identified and prioritized for you to make the best decisions; these values feel right to your gut, your heart, and your head. Imagine the freedom of knowing that you are making accurate decisions and never have to look back or think twice!

Do you remember a time when you made a wrong decision to lie - to skip a day from work and call in sick? When you examine that decision you'll see that you knew what you were doing was wrong - like buying alcohol in high school - but you did it anyway. The voice inside that made you feel guilty or reminded you the action was wrong was your core value voice speaking.

You can of course ignore the truth about what you value but the voice never really goes away.

Know what you value as an individual.

Living a values-based life is equivalent to living a heart-centered life.

Your values hover in the background of your thoughts and emotions as ghostly reminders of what you believe is important: you'll recognize them as strong desires that motivate you and lead you to action. Let's take some time to rediscover what matters to you.

Instructions

1. Print out page 4 with the list of values words. First, put a circle around all of the words that you feel are important, right, or necessary. Circle as many words on the list that are meaningful to you. Don't think about it. Just start circling! Give yourself several minutes to do this.
2. Next, go back and put a star next to half of the listed words that are the most meaningful to you. These words are the core of what is important and what defines right or wrong for you.
3. Finally, narrow down that list by underlining, highlighting or marking ten of the words. These words drive you, internally motivate your decision-making process, and define you as a person.
4. You should do this assessment twice, following the same steps. Do it once for your personal list of core values and then revisit the list and focus on your business. There will likely be some cross-overs but also some differences.

The key here is to drill down to the critical core of who you are from a values-based perspective. Note that on your original lists from steps two and three, you probably found words that were important to your family, your community, or your church that feel like "shoulds."

Your goal is to create a very clear mental image of what matters to you in your personal life and your professional life. Our values can shift between work and home. Trust your heart and trust your gut because values elicit strong feelings.

Last step. Transfer your values in order of importance to a clean sheet of paper. One of the challenges you face is that if, after you do all this work (coming up with a great list of values and getting excited about how it can help you), you stick it in a drawer and forget about it. Keeping your values visible helps overcome this challenge of obscurity. Print your list out and hang it somewhere that you can see it.

Remember that it is okay to have several different lists of core values: your individual list, family list and a business list for example. In fact, I encourage you to create one list for your personal values and one list for your business values.

One last note: the list of 10 core values you are creating does not infer that other values are not important as well. We all have different ideas, emotions, and feelings attached to a variety of values. Don't feel that you are limited to the top ten: just be clear that values you choose are true to you and not values you feel you "should" adopt because of race, religion, politics, community, or culture.

Write your list of 10 core values here with a few words about why they matter to you:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Summary: Values are the guardrails on your highway of life, and they keep you from veering too far off the shoulder. They help you focus and define the most empowering choices to enhance your journey, whether your goal is passion, parenting, being a professional, or simply living with a purpose.

Core Values List

**This is not intended to be a comprehensive list. If there is a word you feel is missing here, add it to your list.*

Accomplishment	Diversity	Ingenuity	Rule of Law
Accountability	Ease of Use	Justice	Safety
Accuracy	Efficiency	Knowledge	Satisfying others
Acknowledgement	Equality	Leadership	Security
Adventure	Excellence	Love, Romance	Self-giving
All for one & one for all	Expertise	Loyalty	Self-reliance
Authenticity	Fairness	Mastery	Self-thinking
Beauty	Faith	Meaning	Service to others
Calm, quietude, peace	Faithfulness	Merit	Seeing clearly
Challenge	Family	Methodical	Simplicity
Change	Family feeling	Money	Skill
Cleanliness, orderliness	Flair	Openness	Solving Problems
Collaboration	Freedom	Order	Speed
Commitment	Friendship	Originality	Spirit in life (using)
Common Sense	Fun	Patriotism	Spirituality
Communication	Genius	Peace, Non-violence	Stability
Community	Global view	Perfection	Standardization
Competence	Good will	Personal Growth	Status
Competition	Goodness	Pleasure	Stimulation
Concern for others	Gratitude	Power	Strength
Connection	Hard work	Practicality	Succeed; a will to-
Content over form	Harmony	Preservation	Success
Continuous improvement	Health	Privacy	Systemization
Cooperation	Honesty	Progress	Teamwork
Coordination	Honor	Prosperity, Wealth	Timeliness
Courage	Improvement	Punctuality	Tolerance
Creativity	Independence	Quality of work	Tradition
Customer satisfaction	Individuality	Regularity	Tranquility
Decisiveness	Inner peace, calm, quietude	Reliability	Trust
Delight of being, joy	Innovation	Resourcefulness	Truth
Democracy	Integrity	Respect for others	Unity
Discipline	Intensity	Responsiveness	Variety
Discovery	Intimacy	Results-oriented	Wisdom