

# CORE VALUES

*Before a ship sets out for a trip, the captain must first know its destination. If not, it will drift around the sea, bouncing from island to island. Life is this way; if we don't know who we want to be, then we won't have a compass to make decisions that will help us get there.*

*[And we will instead, follow others' agendas for us, or drift with whatever the dominant forces around us happen to be — for better or worse.]*

So, **what is our compass?** How do we decide what kind of person we want to be?

**Values** help us do just this. Values are the very thing that give us a barometer so we can manage to navigate the hundreds of decisions we must make daily. They help us know when we fall short, too. If we can incorporate our values into daily decision-making, we become the captain of our ship.

— Jewel

[jewelneverbroken.com/posts/  
the-work-jewels-course-hard-wood-grows-slowly](https://jewelneverbroken.com/posts/the-work-jewels-course-hard-wood-grows-slowly)

*We can't live into values that we can't **name**, AND living into values requires moving from lofty aspirations to specific, observable **behaviors**.*

— Brené Brown

[brenebrown.com/operationalizing-your-orgs-values/](https://brenebrown.com/operationalizing-your-orgs-values/)

*Values... **protect emotional health**... when you are faced with **inner conflict**... [and] when you're faced with making decisions about **conflicts that come from other people**.*

*These are decisions that force you to balance what you want (to stick to your values...) with what people expect of you... Your values will guide you to a decision that helps you **avoid risk** and **protect your emotional well-being** even if your friend will be fed up with you. So our values can help direct our choices and behavior in helpful ways...*

— The Jed Foundation

[https://jedfoundation.org/set-to-go/  
values-and-life-goals-protect-our-emotional-health/](https://jedfoundation.org/set-to-go/values-and-life-goals-protect-our-emotional-health/)

## A — PEOPLE YOU ADMIRE

People you admire have qualities that you would like to possess or imitate. Identifying those qualities can help you determine who it is that you want to be. Take a moment to think about the **two or three people** you most admire. [Can be anyone... dead or alive; known personally to you or not; etc]

**Who are they?**

**Which qualities do they possess that you wish you had?**

— selfauthoring.com (Future Authoring)

**Note:** These individuals can be formed into your personal “**Cabinet of Invisible Counselors.**”

*“Every night, over a long period of years, I held an imaginary Council meeting with this group whom I called my “Invisible Counselors.*

*The procedure was this. Just before going to sleep at night, I would shut my eyes, and see, in my imagination, this group of men seated with me around my Council Table. Here I had not only an opportunity to sit among those whom I considered to be great, but I actually dominated the group, by serving as the Chairman.*

*In these imaginary Council meetings I called on my Cabinet members for the knowledge I wished each to contribute, addressing myself to each member in audible words...*

*...while the members of my Cabinet may be purely fictional, and the meetings existent only in my own imagination, they have led me into glorious paths of adventure, rekindled an appreciation of true greatness, encouraged creative endeavor, and emboldened the expression of honest thought.”*

— Napoleon Hill, Think and Grow Rich

Bonus idea: Create a visual collage of 2 — 7 people you admire... and put their images somewhere you will see them often (either digitally, or printed in physical picture frames)... to remind yourself of these people... and even to consult with them.

## B — CORE VALUES



### List of VALUES

This is the list of values that we use in our work. There is also an opportunity for you to write in values that we may not have included.

The task is to pick the two [or three] that you hold most important. I know this is tough, because almost everyone we've done this work with (including me) wants to pick somewhere between ten and fifteen. I can soften the blow by suggesting that you start by circling those fifteen. But you can't stop until you're down to two [or three] core values.

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Accountability  
Achievement  
Adaptability  
Adventure  
Altruism  
Ambition  
Authenticity  
Balance  
Beauty  
Being the best  
Belonging  
Career  
Caring  
Collaboration  
Commitment  
Community  
Compassion  
Competence  
Confidence  
Connection  
Contentment  
Contribution  
Cooperation  
Courage  
Creativity  
Curiosity  
Dignity  
Diversity  
Environment  
Efficiency  
Equality

Ethics  
Excellence  
Fairness  
Faith  
Family  
Financial stability  
Forgiveness  
Freedom  
Friendship  
Fun  
Future generations  
Generosity  
Giving back  
Grace  
Gratitude  
Growth  
Harmony  
Health  
Home  
Honesty  
Hope  
Humility  
Humor  
Inclusion  
Independence  
Initiative  
Integrity  
Intuition  
Job security  
Joy  
Justice

Kindness  
Knowledge  
Leadership  
Learning  
Legacy  
Leisure  
Love  
Loyalty  
Making a difference  
Nature  
Openness  
Optimism  
Order  
Parenting  
Patience  
Patriotism  
Peace  
Perseverance  
Personal fulfillment  
Power  
Pride  
Recognition  
Reliability  
Resourcefulness  
Respect  
Responsibility  
Risk-taking  
Safety  
Security  
Self-discipline  
Self-expression

Self-respect  
Serenity  
Service  
Simplicity  
Spirituality  
Sportsmanship  
Stewardship  
Success  
Teamwork  
Thrift  
Time  
Tradition  
Travel  
Trust  
Truth  
Understanding  
Uniqueness  
Usefulness  
Vision  
Vulnerability  
Wealth  
Well-being  
Wholeheartedness  
Wisdom

*Write your own:*

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## C — SHADOW VALUES

1. When you have **not** met your goals in the past — what has stopped you?
2. What are underlying '**shadow value(s)**' that might be behind this?

*(It could be related to a value on the previous page, such as a desire for connection; or it might be a little different... such as laziness, shyness, pleasure, sexuality, etc)*

3. How can this 'shadow value' be incorporated into a **positive** vision?

*For example, if you have laziness as a shadow value...*

- you can be **purposeful** about laziness, such as by choosing lazy, self-care, activities that don't hurt you in the long run; and avoiding those that do hurt you
- you can **schedule** time specifically for laziness
- you can **grasp** that working at a steady pace toward a goal now, can lead you to have more, and more enjoyable, opportunity for laziness, in the long run

## D — REFLECTION

1. MY TOP CORE VALUES ARE:
2. MY SHADOW VALUE(S) ARE:
3. How are your values **already positively expressed** in:  
Work:

Home and personal environment:

Intimate Relationship:

Family:

Friends / social life:

4. How can you **more fully express** your values in:  
Work:

Home and personal environment:

Intimate Relationship:

Family:

Friends / social life:

5. What is the impact of **not** expressing your core values?

## E — JUST ONE THING

Taking into account any of the above... consider:

- If you could choose just **one** way to better live out your own values, what would it be?

- Adjust as needed to turn this into a SMART goal:

*(based off [betterrelationships.org.au/well-being/goal-setting/](http://betterrelationships.org.au/well-being/goal-setting/))*

**Specific** — *who; what; where; when; which; why*

**Measurable** — *How will I know when my goal is accomplished?*

**Attainable** — *Make sure you set goals you know you will be able to achieve. Once you have achieved a certain goal, then you can set the higher goal.*

**Realistic** — *A goal must represent an objective toward which you are both willing and able to work.*

**Timely** — *A goal should be grounded within a time frame.*