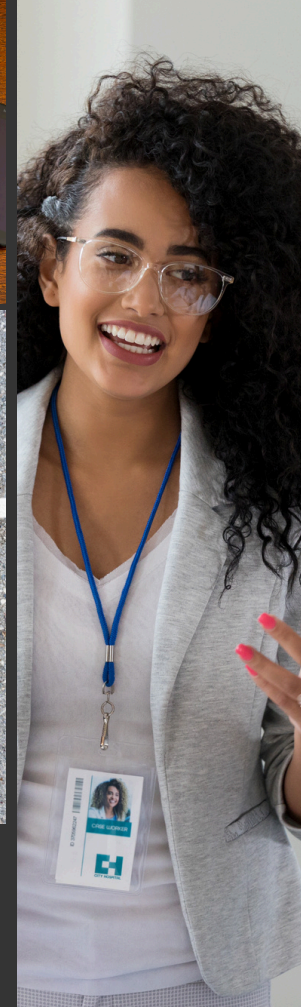





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BUILDING YOUR BUSINESS ON CORE VALUES

CONTENT PREPARED BY RENE MORRISON

THIS WORKBOOK WILL HELP YOU:

- IDENTIFY your core values
- CREATE a cluster of values
- DEVELOP a value statement with your top 3 values, and how they relate to your business



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What's Inside

Part 1:

Worksheet A: Finding your Personal Values)

Part 2:

Worksheet B: Defining Core Values

Worksheet C: Values Statement

Making a Connection

Worksheet A: Finding Your Personal Values

Review the list of values below and select all that resonate with you:

1. Accountability
2. Awareness
3. Balance
4. Beauty
5. Boldness
6. Calmness
7. Cleanliness
8. Commitment
9. Compassion
10. Community
11. Confidence
12. Connection
13. Consciousness
14. Contentment
15. Cooperation
16. Courage
17. Creativity
18. Decisiveness
19. Determination
20. Dependability
21. Dignity
22. Diligence
23. Discipline
24. Discovery
25. Diversity
26. Duty
27. Education
28. Effectiveness
29. Empathy
30. Encouragement
31. Excellence
32. Experience
33. Expertise
34. Environment
35. Fairness
36. Family
37. Faith
38. Flexibility
39. Focus
40. Freedom
41. Frugality
42. Fun
43. Generosity
44. Gratitude
45. Growth
46. Happiness
47. Health
48. Honesty
49. Hopefulness
50. Humility
51. Humor
52. Integrity
53. Intimacy
54. Intuition
55. Kindness
56. Knowledge
57. Leadership
58. Learning
59. Love
60. Loyalty
61. Mindfulness
62. Moderation
63. Motivation
64. Openness
65. Optimism
66. Organization
67. Originality
68. Passion
69. Peacefulness
70. Persuasiveness
71. Professionalism
72. Reason (or Logic)
73. Resilience
74. Respect
75. Sacrifice
76. Security
77. Sensitivity
78. Sensuality
79. Serenity
80. Significance
81. Simplicity
82. Sincerity
83. Spirituality
84. Stability
85. Strength
86. Structure
87. Success
88. Support
89. Sympathy
90. Thoughtfulness
91. Timeliness
92. Trust
93. Understanding
94. Uniqueness
95. Usefulness
96. Virtue
97. Vision
98. Wealth
99. Wisdom

Worksheet B: Defining Core Values

Now that you have selected all the values that resonate with you, group similar values together in the boxes below and create a value title for each group.

Worksheet C: Values Statement

EXAMPLE VALUE STATEMENT:

Top three values: I will continue to make decisions based on integrity, using my
Integrity courage to take more risks in business and appreciate the
Courage Freedom freedom to be creative in all things I do.

My top 3 values are:

My Value Statement:

Making a Connection



DID YOU THINK of a specific situation when choosing your values?

WHAT STANDS OUT for you in choosing and grouping values?

CAN YOU REFLECT on a time where you used your values to guide your decision?



DID YOU THINK of a specific situation when choosing your values?

WHAT STANDS OUT for you in choosing and grouping values?