

CORE VALUES 101

A STEP-BY-STEP EXERCISE IN DEVELOPING A CLEARER VISION



BRAINSTORM CORE VALUES

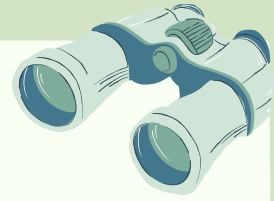
Write Down As Many Core Values As You Can Think Of

Unequivocal Excellence	Encourages individual ability & Creativity
Continually strives for perfection	Continuously strives for self-improvement
Wins	Works hard
Does the right thing	Helps first
Compassion	Professionalism
Honesty	Modesty
Integrity	Humility
Hungry for Achievement	Committed
Enthusiastic Tenacious Energetic and Competitive	Value of Reputation
Maintains Accountability	Teamwork



WHITTLE THE LIST

The goal here is to shrink the list down to the core 3 to 5. The more laser focused you can get here the better.



ANALYZE YOUR VISION STATEMENT

Once you have your laser focused 3 - 5 Core Values then its time to bring out your Vision Statement and compare the two. Do the Core Values align with the Vision Statement



REWRITE YOUR VISION STATEMENT

If your core values are a bit different than your current Vision Statement then spend some time rewriting your Vision Statement. This will help your organization stay focused on a Strong Vision.

CORE FOCUS

Write these 3 down to help further that Vision.

What is your Purpose?
What is your Cause?
What is your Passion?

