



2017

One-on-One Personal Branding Sessions

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Values Exercise



Congratulations!

You are about to hone in on what makes you tick; your inner guidance voice, leader-within, true north, whatever you call it.

Excerpts of this exercise are from the book [BURY MY HEART IN CONFERENCE ROOM B](#) by Stan Slap. We recommend you read this if you want people to embrace your lead.

The *possibilities are endless* for a human being with aligned core values. When your *values are honored* your Leader within begins to *shine*. That “*Shine*” or heart felt conviction resonates into others, giving them permission to do the same.

Companies that cultivate values as a culture outperform and *sustain attention to results, accountability, healthy conflict and trust*. Moreover, that means happier clients, fulfilled associates, and a healthy bottom line.

We invite you to take a deep breath and follow the steps *exactly as written*. Try not to over think all of this. Let it unfold naturally.

How to decide what is truly most important to you Excerpts from the book

George Carlin had a great line about driving: *It does not matter what speed you are going: anybody moving slower than you is an idiot; anybody moving faster than you is a maniac.*

Perceptions--everyone has them, and everyone’s interpretations can be different. The transformation of values into fence building and social weaponry happens when they are *confused with morals*.

Morals-*how a person ought to act in the opinion of authority, consensus or the popularly interpreted rules of society*-are the right thing to do.

Values are the right thing *for you to do*.

Your values may sometimes be the same as your morals, but they do not have to be for you to have both.

What are your values?

- *Deeply held personal beliefs that form your own priority code for living*
- *Individual biases that allow you to decide which actions are true for you alone*
- *Personal standards that give you the most and that you care about the most*

The values act as your inner leader, or compass. Being true to your core values will keep the ego in check, the saboteurs at bay.

Leaders live their values, and their confidence transfers to the people that follow them.

Where did your values come from?

- **Early upbringing**
- **Big decisions and the consequences of those decisions**
- **Personal beliefs and properties placed under extreme pressure**
- **Religious and spiritual doctrines**
- **Intimate mentors and role models**
- **Significant life events**

Knowing how these values influenced the way you are is the first step in knowing your “Self” on a deeper level. This includes doing the emotional intelligence (EQ) work that accompanies these feelings.

Being able to *name what you feel* is EQ. Whether it is anger (mad), grief (sad), joy (glad), fear, or shame it is vital to know *what you feel* as you move through life so you can *relate to others* more empathetically.

This ability to understand emotions gives powerful leaders the agility to “*read the room*” and see what is *present*. Knowing what is “present” in every moment is possible, and is the gift *All Powerful Leaders* possess. The gift to *BE in the moment* reduces anxiety and brings forth a more abundant opportunity.

Understanding your values

- **Step One: *How To Do It***

Phase 1:

1. **Examine the following fifty values**
2. **Choose the ten values that mean the most to you**
3. **Define the meaning of each of the ten values you’ve chosen**
4. **Take no more than ten minutes to do it-set your watch**

My Value	One Definition
Accomplishment	Succeeding in reaching goals
Advance	Progress, promotion, improvement
Adventure	Taking risks, new experiences
Affection	Love, deep friendship
Altruism	Helping those who cannot help themselves
Balance	Calm, moderate, perspective
Commitment	Dedication to cause, satisfaction in obligation
Compassion	Empathy, tolerance and understanding of others
Competence	Do things well, consistent self-improvement
Competitiveness	Besting performance in yourself or others
Control	Influence or direct people's behavior, course of events
Cooperation	Pulling together for a common goal, support of others
Courage	Testing limits, facing difficulties with resilience
Creativity	Imagination, new ways of doing and seeing
Curiosity	Sense of wonder, awe about the world
Determination	Strength and perseverance, whatever it takes
Enlightenment	Pursuit of awareness that feeds the soul
Equality	Protection of equivalent status, rights opportunities
Fairness	Equal consideration, value of the greater good
Family	Mutual support and growth
Freedom	Independence, free will
Fun	Enjoyment, playfulness, sense of play
Harmony	Oneness, alignment
Health	Well-being of mind, body and spirit
Humor	Cleverness, stress-relieving perspective
Impact	Making a difference, changing the world, creating legacy
Individuality	Originality, self-expression
Innovation	Creating something new, better, different
Influence	Persuasion, bringing others together around common cause
Integrity	Honor, honesty, strength of character
Intelligence	Acquiring and applying knowledge
Involvement	Being "present" and participating fully
Joy	Appreciating the extraordinary in everyday things
Learning	Continuing education and experiences
Loyalty	Remaining faithful to a person or cause
Order	Respect for procedure and organization, calm
Passion	Enthusiasm, powerful attraction
Peace	Calm, centered, free from stress
Power	Ability to influence people and conditions
Recognition	Attention, positive notice
Relationships	Connection with others
Respect	Fair treatment, valuing individuals for uniqueness and opinion
Responsibility	Sense of duty, responsibility, conscientiousness
Security	Financial and/or emotional stability
Service	To be of assistance and support to a person or cause
Spirituality	Moral compass, belief in higher purpose, faith
Stability	Predictability and steadiness
Teaching	Passing knowledge on to others
Tradition	Support for known customs and beliefs
Wisdom	Application of knowledge and experience

Phase 2:

- 1. Cut your list of ten values to five**
- 2. Take no more than five minutes to do it**

Phase 3:

- 1. Cut your list of five to three**
- 2. Take no more than three minutes to do it**

- **STEP TWO: Consider the Considerable Influences**

- a. **Life Begins**

The first place you get your values is from your family. Whether positive or negative, values instilled while growing up are not easily changed.

- b. **Life on Sale**

Consumerism is on making someone feel small in order to sell them something that makes them feel big. When rewards come from an external source instead of an internal source, they are unreliable, which means they are dangerous if you grow dependent on them.

- c. **Life During our Time**

A frightened culture assigns the leadership mantle to anyone who promises them safety; sometimes those people are true leaders who deliver on that promise, but sometimes our willingness to delegate a safe way home is the surest way to lose what will protect us the most-our own sense of self.

- d. **Life on the Job**

Your emotional satisfaction was not contingent on whether or not your career is successful. Work is purpose, and accomplishment of goals is confirmation of your special abilities and extra effort. It is good to have management responsibility, to do your job well and be recognized for it...However, fulfilling your responsibilities is not the same as fulfilling your values.

- e. **That's Life**

Why are we so afraid to know ourselves...Because we believe we will not be enough!

Admittedly, that fear is reasonable. People *might not like or understand the real you*, and people shoot people they do not like and do not understand.

Do you ever really change your values? Sometimes, but not as often as you might imagine- mostly you just allow them to catch up with you.

Have you called your values *into play yet?*

Maturity and new life experiences can draw your values out.

They are driving you still and they are waiting for you still.

- **Your Total Score For Each Value**

135-150: Core

You feel strongly about this value and it is probably a part of your personal code for living. Still, it is a good idea to take the confirmation step that follows. One can never be too smugly convinced that they are evolved.

120-134: Strong

This value is a strong preference for you, but another may be even stronger. There are no “right” values; “right” is what works for you, and choosing your top three does not mean others are not extremely important to you. Don’t let such a concern cause you to prioritize against instinct-go with those few you couldn’t imagine living without. Check especially the cuts from top ten to five and from top five to three.

105-119: Unsure

There are values more important to you than this one. Back to the list of fifty with you and let us try it again. Spend some more time on that list and push back on your initial assumptions. Do not feel bad about this: You are *not smarter* just because you can instantly pick your most important values; this process is enough to give anyone pause and/or hives.

15-104: Special

Did you use darts to pick your values?

Over the years’ as a *Co-Active Coach*, I have noticed our clients have come to some self-realizations because of either trauma or drama of life’s experiences. Hardships, sickness, death, or heartache drives them towards inner reflection. When work, or food, or sex, or alcohol and drugs no longer fill the void they look inward, or self-destruct. Mining for the moments in your life that defined your behavior is necessary when searching for the core values that make you the individual, you want to be...And ultimately creating the legacy, you want to leave.

- **Step Four: How to Connect the Moments of Truth**

One of the best ways to confirm your values is to understand where those values came from. This awareness is consistent in every successful leader: They do not just know what their values are, *they know why*.

1. **Go Back as Far as Possible in Your Life**

Search for your *“Moments of Truth”*. Identify the pivotal points that forged each of your top three values for you.

2. **Look for the Choices You’ve Made**

What are the decisions that first caused you to need your values or first become aware of them?

3. **Don’t Panic**

If you cannot easily connect a *“Moment of Truth”* in your life to your choice of top values, it may mean that you have not been conscious of the value and cannot immediately make a connection between actions and intentions. Just search a bit longer; this is a healthy process.

- **Step Five: Talk to Yourself, Then Talk to Others**

“The unexamined life is not worth living,” said Socrates.

If you want a life worth living, identifying your most important values is a good place to start. One of the best ways to know your “Self” is by being relentlessly Socratic.

Here are questions to *“Your Own Socratic Process”*. Find out why you are unsure or intrigued about your values; and why they mean so much.

1. **Explore What You Believe in**

Use any or all of the questions here to identify patterns of choices made, directions taken and options refused in favor of others. See how they map to your choice of values; if they do not seem to, go back to the original list and explore your choices.

2. **Ask These Same Questions of Those Who Know You Best**

Choose those who will give you the most objective feedback. Remember that the perceptions others have of you depend on how you behave, but how you behave may not always be a reflection of your true values. Talk to them only after you have listened to yourself.

Beginnings

- What were the values of my family that made me feel safe and loved?
- When was the first time I decided on values different from my parents?
- When was the first time I decided that I needed values?

Challenges

- Have my values ever been challenged, or threatened? How did I react?
- When am I at my most unreasonable-most unwilling to consider another point of view?
- What choices have I made to protect

Decisions

- What is the hardest decision I have ever made that felt the best?
- What are the three biggest decisions I have ever made?
- If I had all the money I wanted, how would I be spending my time?
-

Good Times

- What is the most beautiful thing in my life?
- When have I been most at peace?
- What seems to come naturally to me?
-

Bad Times

- What has been most unfair in my life?
- Other than death or serious injury, what is the worst that could happen to me, and why would this be so bad?
- What are some things that have memorably driven me crazy that I still cannot stop obsessing about?

Messages to the World

- What would the world look like if I could create it?
- What is wrong with the world that must change?
- If I could say anything to the president of my country, what would it be?

Endings

- What is the legacy I want to be known for with all whom know me?
- What are the three things most important to living a fulfilled life that I would tell a child?
- If I could do it all over, what do I wish I had known sooner and why?

Yesterday is gone, tomorrow may never come, and today is all that matters. You have taken the first step in living a fulfilled life. Find allies to align your values with and insure a life full of promise and legacy. Congratulations!