



Activity: Identifying Your Core Values

Time: 30 minutes

In this activity, you'll review a list of values and force-sort them into different categories, ultimately narrowing them down into your top five core values.

Step 1

Create four columns with the following headings on a piece of paper or in a digital document. Use whichever medium is most comfortable for you. Make sure there's space to record a list of values beneath each heading.

Always Valued	Frequently Valued	Occasionally Valued	Rarely Valued
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Step 2

Review the following list of values. If you find that there's something you highly value and it's not listed, make sure to add it to the list before moving to step 3.

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Acceptance	Courage	Gratitude	Perseverance
Achievement	Creativity	Harmony	Pleasure
Advancement	Curiosity	Helpfulness	Power
Adventure	Development	Honesty	Prosperity
Appreciation	Discipline	Humor	Quality
Authority	Empathy	Ingenuity	Recognition
Balance	Equality	Integrity	Reliability
Beauty	Excellence	Intimacy	Respect
Belonging	Fairness	Kindness	Security
Challenge	Faith	Knowledge	Service
Communication	Family	Learning	Stability
Community	Forgiveness	Logic	Status
Competence	Freedom	Loyalty	Teamwork
Competition	Friendship	Openness	Tradition
Consensus	Fun	Order	Well-being
Conservation	Generosity	Peace	Wisdom

Step 3

Record each value under one category that indicates how important that value is in your life right now.

Please note, you may record a maximum of 10 values in the *Always Valued* and *Frequently Valued* columns, respectively. Place the remaining values under the *Occasionally Valued* or *Rarely Valued* columns. This will take some time, and you might need to move some values back and forth between columns.

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This is called a “forced sort,” and it’s meant to be challenging. You might feel like all of the values are important, but every value can’t fall into the *Always* or *Frequently Valued* columns.

You must make some tough choices and be brutally honest with yourself. Make sure to ask yourself whether this is something you truly value or something you think others believe you should value. Take your time and challenge your selections.

I also suggest completing your sort and putting it aside. Come back to it another time and see if you still feel the same way.

See the example below:

Always Valued	Frequently Valued	Occasionally Valued	Rarely Valued
Respect	Fun	Balance	Authority
Fairness	Challenge	Prosperity	Power
Honesty	Competence	Quality	Status
Courage	Service	Security	Integrity
Perseverance	Reliability	Stability	Well-being
Loyalty	Achievement	Teamwork	Conservation
Freedom	Adventure	Tradition	Beauty
Development	Generosity	Wisdom	Creativity
Learning	Appreciation	Recognition	Curiosity
Excellence	Pleasure	Logic	Discipline
		Openness	Knowledge
		Peace	Kindness
		Order	Consensus
		Humor	Intimacy
		Ingenuity	Belonging

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		Helpfulness	Communication
		Harmony	Competition
		Gratitude	Community
		Forgiveness	Advancement
		Empathy	Acceptance
		Equality	Family
		Faith	Friendship

Step 4

Focus on your *Always Valued* column. Out of the ten values listed, highlight the five that are most vital to you at this time in your life. These are your top five core values.

Now rank these five values in order of importance. Begin with your top value and work your way down to five. Make sure to keep these top five values handy. You'll be using them as you continue along your SWAGGER journey.

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