



## VALUES EXERCISE

Values are based on who we are, not on who we want to be, what we think we should be, what society tells us nor what our parents or other early influencers have imparted to us.

What we value determines what life means to us and what is important. Our values steer our thoughts, consequently influencing our actions and behaviours.

When we aren't congruent with our values we often experience a sense of conflict and discord from within. Due to the fact that values aren't tangible we might overlook exploring them. In order to determine and understand what they are and how we ensure we live by them, it is essential to prioritise this area in your life, for both personal & professional development.

Performing exercises to identify and review your values will often help in becoming unstuck, enabling you to move forward and from there experience a sense of accordance and fulfilment, knowing you are aligned with and honouring your values.

When you honour your values consistently you will understand what you are here for, your purpose. Life will feel good and you'll experience a greater sense of clarity regardless of what else is going on in your life.

Value work is contemplative in nature and does require introspective thinking.

Your goals and what you achieve in life are ultimately the means in which you fulfil your values.

Identifying and recognising the importance of living your values will more likely mean that you feel happier, less stressed, focused and more contented.



## VALUES EXERCISE

It's more than likely you will have multiple answers to each of the questions below. Some will be one word answers and some will be phrases.

First perform the exercise on your own so that you can be truly honest. If you write the first thing that comes into your head revisit it to make sure it is an answer that comes from your core.

The responses ought not to be based on what you think should be important to you in life but what truly are.

You might even find at first you don't know the answers to some of the questions. If you become stuck, revisit until your responses truly resonate.

This exercise is designed to help and support you to design the life you want, staying true to your inherent values.

1. What is important to you in life?  
Once you have written the first answer ask yourself what else is important to you in life. Continue with this until you have (as a guideline 7 to 9 more entries). These will form the basis of your values.
2. What is/are your goal(s)?
3. What is important about this goal(s)?
4. What do you value about this goal(s)?
5. What meaning does this goal(s) have for you?
6. Use the values list you created earlier to help
7. What do you believe are your core values?
8. What do you have in life that confirm these?
9. Do you feel there is anything missing?
9. Are your goals and values aligned?

Below on the next page are some common personal values. If there are any missing that are important to you please make a note and include in your exercise.

# PERSONAL BRANDING

'BE WHO YOU  
WANT TO BE'

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# DEVELOPMENT

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## PERSONAL BRANDING - VALUES EXERCISE

### COMMON PERSONAL VALUES

Credit: Mindtools.com

Accountability	Accuracy	Achievement	Adventurousness
Altruism	Ambition	Assertiveness	Balance
Being the best	Belonging	Boldness	Calmness
Carefulness	Challenge	Cheerfulness	Clear-mindedness
Commitment	Community	Compassion	Competitiveness
Consistency	Contentment	Continuous improvement	Contribution
Control	Cooperation	Correctness	Courtesy
Creativity	Curiosity	Decisiveness	Democratic
Dependability	Determination	Diligence	Discipline
Discretion	Diversity	Dynamism	Economy
Effectiveness	Efficiency	Elegance	Empathy
Enjoyment	Enthusiasm	Equality	Excellence
Excitement	Expertise	Exploration	Expressiveness
Fairness	Faith	Family-orientation	Fidelity
Fitness	Fluency	Focus	Freedom
Fun	Generosity	Goodness	Grace
Growth	Happiness	Hard work	Health
Helping society	Honesty	Honor	Humility
Independence	Ingenuity	Inner harmony	Inquisitiveness
Insightfulness	Intelligence	Intellectual status	Intuition
Irreverence	Joy	Justice	Leadership
Legacy	Love	Loyalty	Making a difference
Mastery	Merit	Obedience	Openness
Order	Originality	Patriotism	Perfection
Persistence	Philanthropy	Positivity	Practicality
Preparedness	Professionalism	Prudence	Quality-orientation
Reliability	Resourcefulness	Restraint	Results-orientation
Rigor	Security	Self-actualization	Self-control
Selflessness	Self-reliance	Sensitivity	Serenity
Service	Shrewdness	Simplicity	Soundness
Speed	Spontaneity	Stability	Strategic
Strength	Structure	Success	Support
Teamwork	Temperance	Thankfulness	Thoroughness
Thoughtfulness	Timeliness	Tolerance	Traditionalism
Trustworthiness	Truth-seeking	Understanding	Uniqueness
Unity	Usefulness	Vision	Vitality



### WHAT NEXT

This exercise will help you identify what is important to you, your values and goals and also help you to see if there is any misalignment. If you are satisfied that's wonderful, if not you can then decide the best way forward for you.

If this exercise leaves you with more questions than answers please get in touch using the contact details below and I will be glad to help you through to find more answers.

There is always room for growth, development and improvement in life.

### FOLLOW UP

If you'd like further help or support to focus on your goals, your values or what's important for you, please book a 30-minute complimentary session with me [here](#)

### CONTACT

I'd also love to hear the outcome of this exercise for you.

email: [enquiry@pragmaticacoaching.com](mailto:enquiry@pragmaticacoaching.com)

Warmest regards  
Rosemarie Wilson