



Core Values and Purpose

When you understand your Core Values,
you'll find your Purpose

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Core Values



Authenticity, Courage, Contribution, Beauty

Your Values Make a Difference

You're seeking purpose. You want to find a career that is deeply satisfying. You want to make a significant contribution to the world. You want to be your full creative self. Where do you begin? The single greatest exercise you can do to propel you toward your purpose is a Core Values exercise. This document can help you pinpoint your core values, and understand where you can more fully align with them in your work and in daily life. Welcome to the first step in finding your authentic purpose.

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Exercise

Do you know what your core values are? What are the things that are near and dear to your heart? When you are doing things that don't match your core values, you won't be happy. It's that simple. As an example, if one of your core values is honesty and you're required to hide things from customers at your job, this will create a deep conflict and affect your happiness.

On the next pages, you'll find a list of dozens of core values. Print the core values and cut them out.

You may think you already know what your values are, I promise this exercise will help you look deeper.

To begin, create three piles with three categories, Very Important to Me, Important to Me, and Not Important to Me. As you look at each card, take only 10 seconds to place each one in one of the categories. Go on your gut reaction. There are over 80 cards to sort through so move through them quickly and try not to let your thoughts about the word slow you down. Go with where your body tells you to stack it.

When you've done all of the sorting, take away all the cards under the Important to Me and Not Important to Me categories. Set them aside and pick up all the cards under Very Important to Me. How many of the 80 plus cards do you now have? You probably have 20-30 cards or more. You've done well at thinning out what doesn't have much meaning for you. Now, look at these values in a different light. If you want to make certain that your values act like compass points for your roadmap of life, is it easier to follow 30 arrows at once or would the direction be clearer with fewer arrows? Sort the remaining cards a second time with this thought in mind, "What could I not live without?"



Exercise

Sort through this current pile in the same way as you did in the first round. Now, again take away the cards under Important to Me and Not Important to Me. Set them with the first batch you removed and look at what cards you have left and how many there are. At this point, most people are down to around 12-15 cards. That's a lot easier target than 20-30. It makes it less of a shotgun approach to your life values.

Are you ready? One more time!

Take your remaining cards and sort them with the thought of what do you want them to say at your funeral. How do you want to be remembered? What is your legacy for your time on the planet? This final sorting usually gets rid of most materialistic stuff and brings out the authentic You.

Now, spread out your final cards in front of you. These are your Core Values.

Take a photo of them. Use them as your desktop image. Hang them in your office. Surround yourself with them. Well done; you're on the road to finding your purpose.

Now that you have uncovered your Core Values, ask yourself these questions:

- How am I showing this value to myself now in my work, my personal life?
- How am I showing this value to others now at work and personally?
- How can I show this value to myself more in the future?
- How can I show this value to others more in the future?
- What types of careers or creative pursuits are aligned with these values?

The answers to these questions will align you even further with purpose. Finding purpose is a process. Hold the process with an open heart and allow it to unfold over time.

PERSONAL VALUES

Card Sort

W.R. Miller, J. ~~Cide~~ Baca, D.B. Matthews, P.L.
~~Wilbourne~~
University of New Mexico, 2001

IMPORTANT TO ME

VERY IMPORTANT TO ME

NOT IMPORTANT TO ME

ACCEPTANCE

to be accepted as I am

1

9/01

ACCURACY

to be accurate in my opinions and beliefs

2

9/01

ACHIEVEMENT

to have important accomplishments

3

9/01

ADVENTURE

to have new and exciting experiences

4

9/01

ATTRACTIVENESS

to be physically attractive

5

9/01

AUTHORITY

to be in charge of and responsible
for others

6

9/01

AUTONOMY

to be self-determined and independent

7

9/01

BEAUTY

to appreciate beauty around me

8

9/01

CARING

to take care of others

9

9/01

CHALLENGE

to take on difficult tasks and problems

10

9/01

CHANGE

to have a life full of change and variety

11

9/01

COMFORT

to have a pleasant and comfortable life

12

9/01

COMMITMENT

to make enduring, meaningful
commitments

13

9/01

COMPASSION

to feel and act on concern for others

14

9/01

CONTRIBUTION

to make a lasting contribution in
the world

15

9/01

COOPERATION

to work collaboratively with others

16

9/01

COURTESY

to be considerate and polite
toward others

17

9/01

CREATIVITY

to have new and original ideas

18

9/01

DEPENDABILITY

to be reliable and trustworthy

19

9/01

DUTY

to carry out my duties and obligations

20

9/01

ECOLOGY

to live in harmony with the environment

21

9/01

EXCITEMENT

to have a life full of thrills and stimulation

22

9/01

FAITHFULNESS

to be loyal and true in relationships

23

9/01

FAME

to be known and recognized

24

9/01

FAMILY

to have a happy, loving family

25

9/01

FITNESS

to be physically fit and strong

26

9/01

FLEXIBILITY

to adjust to new circumstances easily

27

9/01

FORGIVENESS

to be forgiving of others

28

9/01

FRIENDSHIP

to have close, supportive friends

29

9/01

FUN

to play and have fun

30

9/01

GENEROSITY

to give what I have to others

31

9/01

GENUINENESS

to act in a manner that is
true to who I am

32

9/01

GOD'S WILL

to seek and obey the will of God

33

9/01

GROWTH

to keep changing and growing

34

9/01

HEALTH

to be physically well and healthy

35

9/01

HELPFULNESS

to be helpful to others

36

9/01

HONESTY

to be honest and truthful

37

9/01

HOPE

to maintain a positive and optimistic outlook

38

9/01

HUMILITY

to be modest and unassuming

39

9/01

HUMOR

to see the humorous side of myself and the world

40

9/01

INDEPENDENCE

to be free from dependence on others

41

9/01

INDUSTRY

to work hard and well at my life tasks

42

9/01

INNER PEACE

to experience personal peace

43

9/01

INTIMACY

to share my innermost experiences with others

44

9/01

JUSTICE

to promote fair and equal treatment for all

45

9/01

KNOWLEDGE

to learn and contribute valuable knowledge

46

9/01

LEISURE

to take time to relax and enjoy

47

9/01

LOVED

to be loved by those close to me

48

9/01

LOVING

to give love to others

49

9/01

MASTERY

to be competent in my everyday activities

50

9/01

MINDFULNESS

to live conscious and mindful of the present moment

51

9/01

MODERATION

to avoid excesses and find a middle ground

52

9/01

MONOGAMY

to have one close, loving relationship

53

9/01

NON-CONFORMITY

to question and challenge authority and norms

54

9/01

NURTURANCE

to take care of and nurture others

55

9/01

OPENNESS

to be open to new experiences, ideas, and options

56

9/01

ORDER

to have a life that is well-ordered
and organized

57

9/01

PASSION

to have deep feelings about ideas,
activities, or people

58

9/01

PLEASURE

to feel good

59

9/01

POPULARITY

to be well-liked by many people

60

9/01

POWER

to have control over others

61

9/01

PURPOSE

to have meaning and direction in my life

62

9/01

RATIONALITY

to be guided by reason and logic

63

9/01

REALISM

to see and act realistically
and practically

64

9/01

RESPONSIBILITY

to make and carry out responsible decisions

65

9/01

RISK

to take risks and chances

66

9/01

ROMANCE

to have intense, exciting
love in my life

67

9/01

SAFETY

to be safe and secure

69

9/01

SELF-ACCEPTANCE

to accept myself as I am

68

9/01

SELF-CONTROL

to be disciplined in my own actions

70

9/01

SELF-ESTEEM

to feel good about myself

71

9/01

SELF-KNOWLEDGE

to have a deep and honest understanding
of myself

72

9/01

SERVICE

to be of service to others

73

9/01

SEXUALITY

to have an active and satisfying sex life

74

9/01

SIMPLICITY

to live life simply, with minimal needs

75

9/01

SOLITUDE

to have time and space where I can be apart from
others

76

9/01

<p style="text-align: center;">SPIRITUALITY</p> <p style="text-align: center;">to grow and mature spiritually</p> <p>77 9/01</p>	<p style="text-align: center;">STABILITY</p> <p style="text-align: center;">to have a life that stays fairly consistent</p> <p>78 9/01</p>
<p style="text-align: center;">TOLERANCE</p> <p style="text-align: center;">to accept and respect those who differ from me</p> <p>79 9/01</p>	<p style="text-align: center;">TRADITION</p> <p style="text-align: center;">to follow respected patterns of the past</p> <p>80 9/01</p>
<p style="text-align: center;">VIRTUE</p> <p style="text-align: center;">to live a morally pure and excellent life</p> <p>81 9/01</p>	<p style="text-align: center;">WEALTH</p> <p style="text-align: center;">to have plenty of money</p> <p>82 9/01</p>
<p style="text-align: center;">WORLD PEACE</p> <p style="text-align: center;">to work to promote peace in the world</p> <p>83 9/01</p>	<p style="text-align: center;">Other Value:</p>
<p style="text-align: center;">Other Value:</p>	<p style="text-align: center;">Other Value:</p>

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BREAKTHROUGH



TO PURPOSE

Contribute to the change you wish to see in the world.
Find your authentic path of purpose.
Set up your session today.



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