Our values are those things that are deeply important to us. They make up our identity.

Our values drive us every day, from the moment we wake to the moment we retire. They underpin every major decision and most minor ones. They filter our view of every situation.

So, uncovering and understanding our values is the single most powerful thing we can do for ourselves and is at the very heart of self-development and performance improvement.

**Uncovering your values**

**Step1.**

* Review the (non-exhaustive) list of values on the next page
* Circle 10 of the values which most call to you
* For each value, ask yourself: what does this give me? It may uncover an underlying value.
* *Don’t overthink it, go with your gut instinct*

**Step 2**. List your chosen 10

|  |  |
| --- | --- |
| 1 | 6 |
| 2 | 7 |
| 3 | 8 |
| 4 | 9 |
| 5 | 10 |

**Step 3**. Now reduce to 5

|  |
| --- |
| 1 |
| 2 |
| 3 |
| 4 |
| 5 |

**Step 4.** Now reduce to 3

|  |
| --- |
| 1 |
| 2 |
| 3 |

Now check in with yourself:

* What do these 3 values give me?
* Do these feel, right?
* Do they sum me up as a person?
* When I read them, do I nod & smile?
* **Are they still the same values you used to hold or have they changed and do you need to reflect this in your business?**

If not then review them again.

**“It’s not hard to make decisions when you know what your values are.”**

**Roy Disney (Nephew of Walt Disney)**