

# *Crafting Your* **PURPOSE**

## Uncovering Your Values

*What Do You Care About Most in Your Life & Your Career*

### Overview

This exercise comes from a wonderful mentor and friend Jenny Blake. Jenny's goal is to help people focus on the big picture of their lives...not just the details. She does this through her blog by providing simple, practical tips about life, work, money, happiness, personal growth and more. Her new book, *The Pivot Method* will be released later this year.



### What Are Values?

A value is a belief, a mission, or a philosophy that is meaningful to you. Whether consciously aware of them or not, every individual has a guiding set of personal values. Values are not something you choose sometime in the future; they represent who you already are in the core principles that guide your actions. It is likely you experience strong feelings of tension or unhappiness when you're not living according to your core values; conversely, you feel most fulfilled and deeply satisfied when you are living according to those values.

### *1. Circle Your 20 Values*

Below is a list of common personal values. Read through the entire list first, then **circle the 20 values that resonate most**. Feel free to write your own if you can't find what you're looking for.

## *Common Personal Values*

Accomplishment	Enthusiasm	Justice	Respect for others
Accountability	Equality	Kindness	Responsiveness
Accuracy	Excellence	Knowledge	Results-oriented
Adventure	Excitement	Leadership	Risk-taking
Authenticity	Exploring	Love	Safety
Autonomy	Fairness	Loyalty	Satisfying others
Awesomeness	Faith	Meaning	Security
Beauty	Family	Marriage	Self-reliance
Belonging	Flexibility	Merit	Service (to others)
Calm (inner peace)	Freedom	Modesty	Sharing
Challenge	Friendship	Money, wealth	Simplicity
Change	Fun	Openness	Skill
Cleanliness	Generosity	Passion	Speed
Collaboration	Global View	Patriotism	Spirituality
Commitment	Goodwill	Peace	Stability
Communication	Gratitude	Perfection	Status
Community	Growth	Persistence	Strength
Competence	Happiness	Personal growth	Structure
Competition	Hard work	Physical vitality	Success
Compassion	Harmony	Pleasure	Systematization
Control	Health	Positivity	Teamwork
Corporation	Helping	Power	Tenacity
Cooperation	Honesty	Practicality	Timeliness
Creativity	Honor	Preservation	Tolerance
Decisiveness	Humility	Privacy	Tradition
Delightfulness	Humor	Problem solving	Tranquility
Democracy	Independence	Progress	Truth
Discipline	Innovation	Quality of work	Uninhibited
Discovery	Inspiration	Quiet	Unity
Duty	Integrity	Reflection	Variety
Ease-of-use	Intimacy	Regularity	Warmth
Efficiency	Joy	Resourcefulness	Well-being

## *2. Narrow Your List*

**Now narrow that list to ten.** Write them below.

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## *3. Your Top Five*

**Choose your top five values and rank them from most important to least important.** This may be harder than it sounds; you may want to reflect on this and come back to it tomorrow. One thing that really helped me with this exercise was writing down my top values on individual Post-It notes and rearranging them until I was happy.

### *Your Top Five Values (subject to change)*

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## 4. Value Strings

The words we use for our values mean different things to different people. Value strings can help create a more complete and personalized picture for each of the values you've identified. For each of your top values, add words that capture what you mean - like a game of word association. The words or phrases you use can be subjective or intuitive things to capture feeling or idea. Here is a sample value stream string:

**Personal Growth** / learning / growing / challenging myself / living big /  
expanding my awareness / teaching / mentor / inspiring others

### *My Value Strings*

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /  
Value 1  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /  
Value 2  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /

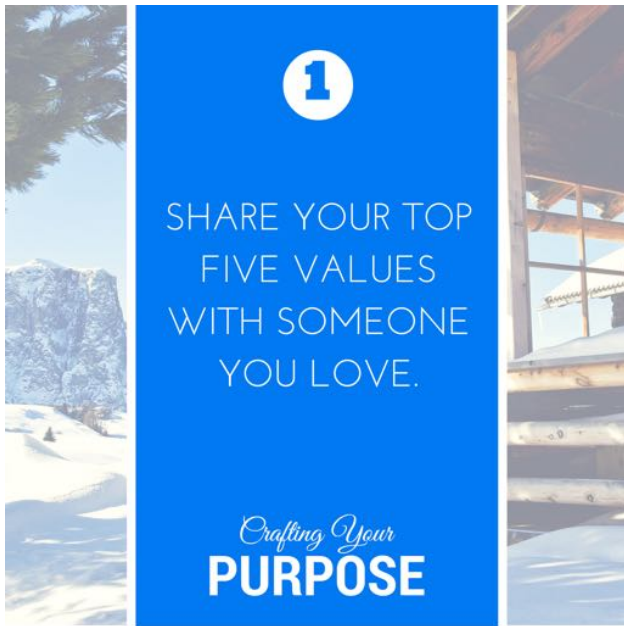
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /  
Value 3  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /  
Value 4  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /  
Value 5  
\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /

## *Congratulations!*

Now that you have finished your values exercise, take a moment to sit back and relax. It's a very reflective exercise and can take a lot of energy. If you're feeling inspired, here are some fun ideas to help you deepen your enjoyment of the exercise.



**1**

SHARE YOUR TOP FIVE VALUES WITH SOMEONE YOU LOVE.

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**PURPOSE**

This card features a blue background with a white circle containing the number 1. The text is in white, and the background image shows a snowy mountain landscape with a wooden building.

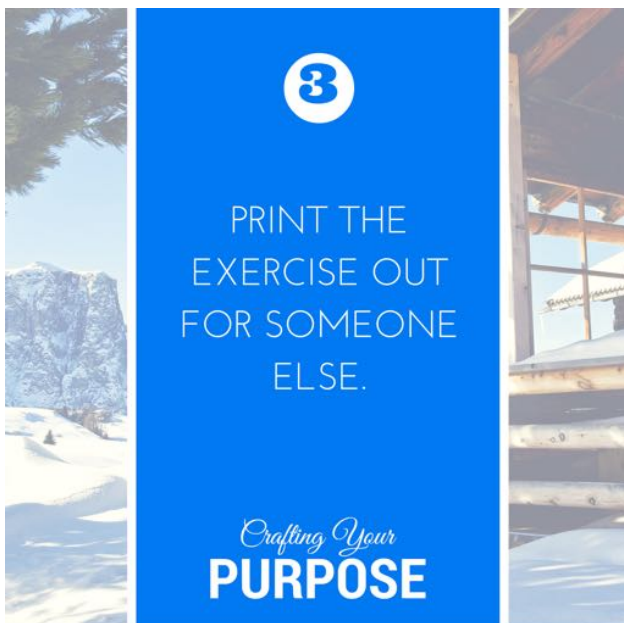


**2**

TELL SOMEONE YOUR TOP FIVE, BUT HAVE THEM GUESS THE ORDER.

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This card features a blue background with a white circle containing the number 2. The text is in white, and the background image shows a snowy mountain landscape with a wooden building.

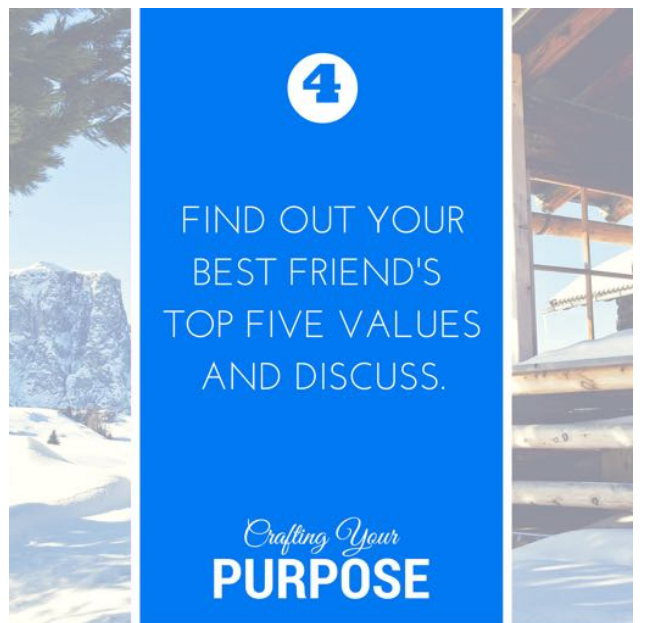


**3**

PRINT THE EXERCISE OUT FOR SOMEONE ELSE.

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**PURPOSE**

This card features a blue background with a white circle containing the number 3. The text is in white, and the background image shows a snowy mountain landscape with a wooden building.



**4**

FIND OUT YOUR BEST FRIEND'S TOP FIVE VALUES AND DISCUSS.

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This card features a blue background with a white circle containing the number 4. The text is in white, and the background image shows a snowy mountain landscape with a wooden building.