



The Most Crucial Factor in Continued Personal Success:
Identify (and Live By!) Your Core Values
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Let me start by saying that values are *not* ethics or morals. They are the truest representation of our authentic selves. Without an honest alliance with our own personal set of values, we lack the foundation to make powerful decisions at every moment. We waiver and wallow, feeling stuck and unsure why we just can't seem to move forward.

Unfortunately, our authenticity is often hidden from the world, and sometimes even from those we consider our closest allies. We dim our true selves because of our reaction to (or fears based on) other people, situations, or circumstances. The more often we do this, the more we lose ourselves, becoming disconnected to our own precious lives. We've all had that feeling of shutting down, feel detached, or without direction. This can lead to a host of scenarios (depression, anxiety, internalized anger) which keep us STUCK.

It is crucial to know and stand firm on what your true values are. The following exercise can help you begin living your life in harmony with your values in 30 minutes or less. All you need is a piece of paper, a pen, and we can get started!

1. Determine your core values. From the list on the following page, choose and write down every core value that resonates with you. Don't over-think it, just be real with yourself. Not what your parents, partner, or friend or inner critic might want for you—what YOU want. There may be some values you have but you don't see on this list. If that's the case, absolutely write it down!

accountability	empathy	innovation	recognition
achievement	empowerment	integrity	relationships
advancement	enlightenment	involvement	religion
adventure	entrepreneurship	joy	respect
affection	environment	justice	responsibility
authenticity	equality	kindness	responsiveness
autonomy	ethical	knowledge	risk-taking
balance	excellence	leadership	safety
beauty	excitement	learning	sanctuary
caring	expertise	life	security
challenge	fairness	love	self-esteem
change	faith	loyalty	serenity
collaboration	fame	meaning	service
compassion	family	mercy	sharing
communication	fidelity	merit	simplicity
community	flexibility	money	spirituality
competence	forgiveness	nature	stability
competition	freedom	nirvana	status
connectedness	friendship	openness	stewardship
consensus	fun	order	strength
conviction	God	partnership	success
cooperation	goodness	passion	teamwork
country	gratitude	patience	tradition
courage	greatness	peace	trust
courtesy	growth	perfection	truth
creativity	happiness	perseverance	understanding
curiosity	harmony	personal	uniqueness
dedication	healing	development	variety
decisiveness	health	philanthropy	vision
democracy	home	pleasure	vitality
development	honesty	positive attitude	wealth
dignity	honor	power	wellness
discipline	humility	privacy	wholeness
diversity	humor	productivity	winning
duty	imagination	professionalism	wisdom
education	independence	prosperity	work
effectiveness	individuality	purpose	
efficiency	influence	quality	

2. Group all similar values together from the list of values you just created. Group them in a way that makes sense to you, personally. Make 5 groupings.

For example:

Abundance	Acceptance	Appreciation	Balance	Cheerfulness
Growth	Compassion	Encouragement	Health	Fun
Wealth	Inclusiveness	Thankfulness	Personal Development	Happiness
Security	Intuition	Thoughtfulness	Spirituality	Humor
Freedom	Kindness	Mindfulness	Well-being	Inspiration
Independence	Love			Joy
Flexibility	Making a Difference			Optimism
Peace	Open-Mindedness			Playfulness
	Trustworthiness			
	Relationships			

3. Chose one word or phrase within each grouping the most strongly represents for you the entire group. Or create a whole new one. Highlight it or circle it. Remember there is no right or wrong, and this is YOUR ideal. This is the answer that is right for YOU.

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4. Add a verb to each value so you can see what it looks like as an actionable core value. For example:

Live in freedom

Seek ways to make a difference

Practice mindfulness

Represent Well-being

Spread happiness

The purpose here is to guide you toward purposefully living your values, with full awareness.

5. Last but not least, write your core values in your journal, on your calendar, frame them on your bedside table, or anything that works for you, so that you have them with you. Prioritize them so that you have an even better understanding of what you value.

The most important thing you can do for yourself today is to get back in touch with your core values, and to use them as your guide in ALL THINGS. A life navigated by values is a purpose-driven life, and is guaranteed to bring out the most authentic you in each and every moment. Enjoy!