

WORK THAT Works

with Charlene Theodore

VALUE-SETTING EXERCISE

What does success look like for you? This brainstorming exercise will help you distill all of your important business principles into **one core value**. As you learned in Episode 2 of the *Work that Works* podcast, identifying your one true core value is the guiding light that will lead your firm's strategy and ultimate success.

This exercise is a way to help you identify your priorities, focus on what is important to you in life, and how that translates to your work environment. You may be surprised with the result!

Step 1: Determine Your Core Values

To ignite some creative thinking, read over this list of words and check any that resonate with you. Add your own words to the list. The goal is to think of the words that connect you to the values most important to you right now.

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Excellence | <input type="checkbox"/> Innovation | <input type="checkbox"/> Equity | <input type="checkbox"/> Positivity |
| <input type="checkbox"/> Integrity | <input type="checkbox"/> Dependability | <input type="checkbox"/> Equality | <input type="checkbox"/> Courage |
| <input type="checkbox"/> Quality | <input type="checkbox"/> Consistency | <input type="checkbox"/> Community | <input type="checkbox"/> Service to others |
| <input type="checkbox"/> Client-focused | <input type="checkbox"/> Cutting Edge | <input type="checkbox"/> Environmentalism | <input type="checkbox"/> Flexibility |
| <input type="checkbox"/> Results-driven | <input type="checkbox"/> Leadership | <input type="checkbox"/> Teamwork | <input type="checkbox"/> Brilliance |
| <input type="checkbox"/> Honesty | <input type="checkbox"/> Mindfulness | <input type="checkbox"/> Service-oriented | <input type="checkbox"/> Selflessness |
| <input type="checkbox"/> Respect | <input type="checkbox"/> Proactivity | <input type="checkbox"/> Traditional | <input type="checkbox"/> Power |
| <input type="checkbox"/> Ambition | <input type="checkbox"/> Reliability | <input type="checkbox"/> Uniqueness | <input type="checkbox"/> Thoughtfulness |
| <input type="checkbox"/> Autonomy | <input type="checkbox"/> Professionalism | <input type="checkbox"/> Open-minded | <input type="checkbox"/> Learning |
| <input type="checkbox"/> Loyalty | <input type="checkbox"/> Enthusiasm | <input type="checkbox"/> Intelligent | _____ |
| <input type="checkbox"/> Collaboration | <input type="checkbox"/> Commitment | <input type="checkbox"/> Credibility | _____ |
| <input type="checkbox"/> Service | <input type="checkbox"/> Fairness Motivation | <input type="checkbox"/> Trustworthiness | _____ |
| <input type="checkbox"/> Wellness | <input type="checkbox"/> Ethics | <input type="checkbox"/> Wealth | _____ |
| <input type="checkbox"/> Accountability | <input type="checkbox"/> Performance | <input type="checkbox"/> Kindness | _____ |
| <input type="checkbox"/> Growth | <input type="checkbox"/> Diversity | <input type="checkbox"/> Profitability | _____ |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Inclusivity | <input type="checkbox"/> Efficiency | _____ |

Step 2: Create Groupings of Your Values

Group the values you identified above into 3-5 similar categories.

E.g.:

<i>Diversity</i>	<i>Credibility</i>	<i>Excellence</i>	
<i>Inclusion</i>	<i>Honesty</i>	<i>Performance</i>	
<i>Equity</i>	<i>Integrity</i>	<i>Quality</i>	
<i>Equality</i>	<i>Trustworthiness</i>		
<i>Respect</i>			

Step 3: Choose a dominant value

Select one word from each group to serve as a header or label for the entire group.

E.g.:

<i>Diversity</i>	<i>Credibility</i>	<i>Excellence</i>	
<i>Inclusion</i>	<i>Honesty</i>	<i>Performance</i>	
<i>Equity</i>	<i>Integrity</i>	<i>Quality</i>	
<i>Equality</i>	<i>Trustworthiness</i>		
<i>Respect</i>			

Step 4: Make it actionable

Add a verb to each value label.

E.g.:

- *Promote equity* _____
- *Practice with integrity* _____
- *Commit to excellence* _____

Step 5: Flip it

Despite this exercise, thinking and living your values involves far more than simply identifying words. As you set out to think about values, be sure to consider the flip slides too. Ask yourself and acknowledge what you will not stand for – i.e., what are the values that you do not tolerate, actively exclude or will not support in your work environment. This will help you think about and live your values in more concrete ways.

Your values will ultimately inform your workplace culture. They should be a unifying force for delivering your vision.

What values are important to you? What do you stand for?

1. _____
2. _____
3. _____
4. _____
5. _____

What values should not have any place in your life or work environment? What do you not tolerate?

1. _____
2. _____
3. _____
4. _____
5. _____

What is the **one** value that is at the core of your two lists above?

ULTIMATE CORE VALUE: . _____

Step 6: Commit

Take your action items (i.e., the way you will live out the values in your workplace) and make them known. Post them in your office, communicate them to your teams, remind yourself of them and return to them when faced with everyday challenges.