

Crafting Your **PURPOSE**

Uncovering Your Values

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

Overview

This is one of my favorite exercises and comes from my good friend Jenny Blake. Jenny is an author, executive coach and former Googler dedicated to helping people organize their brains and focus on the big picture...not just the details. You can find more about Jenny and her book *Pivot* at pivotmethod.com. This is also first part of my Crafting Your Purpose course which you can find at travishellstrom.com.



Why Start With Your 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. By the end of these exercise you will be one of the few people who not only knows their top values but can share them, in order, on the spot.

1. Let's Start By Circling Your Favorite 20 Values

Below is a list of personal values that might resonate with you. Read through the entire list and then **circle the 20 values that resonate most**. I've added some blank spaces so you can also write your own values if you can't find what you're looking for.

Common Personal Values

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

2. Narrow Your List

Now narrow that list to ten. Write them below.

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)

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.

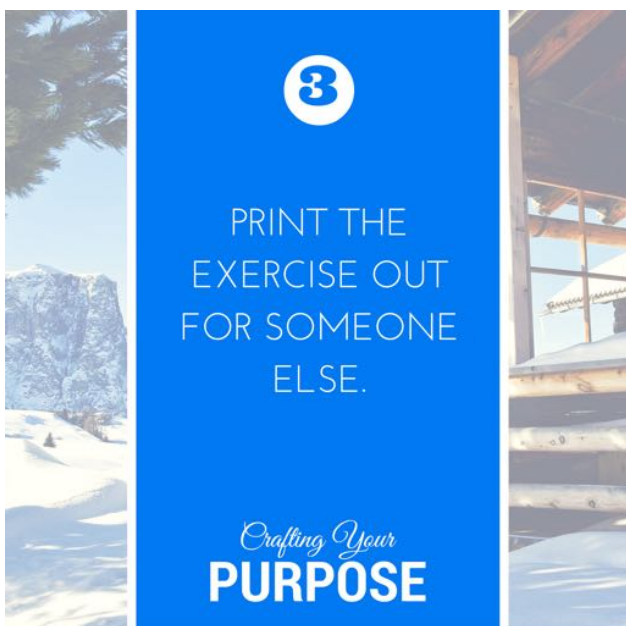
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2

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

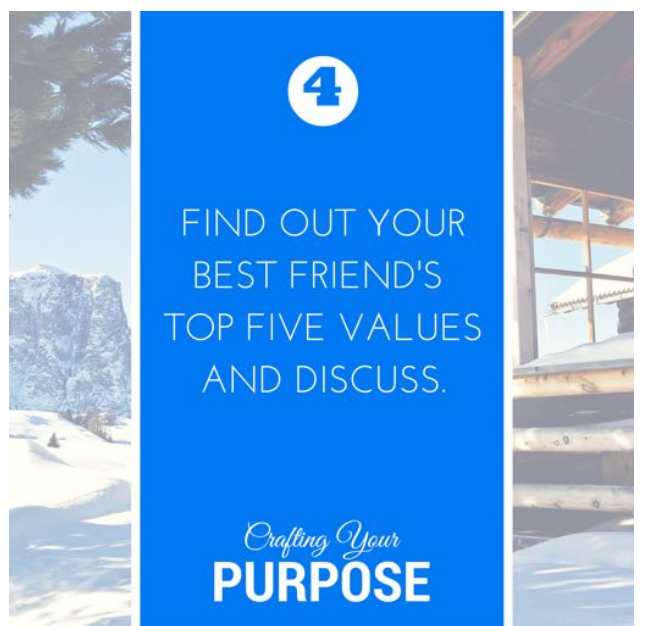
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3

PRINT THE EXERCISE OUT FOR SOMEONE ELSE.

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4

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

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