Personal Values Exercise
by Bob & Gregg Vanourek

Personal values are those things that are important to you. Think about what you believe and stand for, and your convictions about what is most important in life.

While many organizations have statements of their values, in our experience many people don’t take the time to identify their own values.

We believe there is great power in making our values explicit and communicating them with others via respectful dialogue.

Values matter because what you deem important guides your behavior. Many people run into trouble when they start living and leading in ways that conflict with their values.

Bob’s personal values are:
- Leadership
- Relationships
- Integrity
- Courage
- Service

(Their acronym is LRICS.) They guide his behaviors by encouraging him to be a leader, build trusting relationships, do what’s right, overcome his fears, and serve others.

Gregg’s values are:
- Connection
- Love
- Integrity
- Courage

(Their acronym is CLIC.)
**Instructions:** Below is a list of common values for you to peruse. Start by choosing ten words that reflect what you value most. Some of the words are similar, so choose the words that best describe what you value. Feel free to substitute other words if they better reflect your values. This exercise should take less than 30 minutes.

| accountability | achievement | advancement | adventure | affection | authenticity | autonomy | balance | beauty | caring | challenge | change | collaboration | compassion | communication | community | competence | competition | connectedness | consensus | conviction | cooperation | country | courage | courtesy | creativity | curiosity | dedication | decisiveness | democracy | development | dignity | discipline | diversity | duty | education | effectiveness | efficiency | innovation | integrity | involvement | joy | justice | kindness | knowledge | leadership | learning | life | love | loyalty | meaning | mercy | merit | money | nature | nirvana | openness | order | partnership | passion | patience | peace | perfection | perseverance | personal | development | philanthropy | pleasure | positive attitude | power | privacy | productivity | professionalism | prosperity | purpose | quality | recognition | relationships | religion | respect | responsibility | responsiveness | risk-taking | safety | sanctuary | security | self-esteem | serenity | service | sharing | simplicity | spirituality | stability | status | stewardship | strength | success | teamwork | tradition | trust | truth | understanding | uniqueness | variety | vision | vitality | wealth | wellness | wholeness | winning | wisdom | work |
Narrow that list of ten down to your top three to six values—ranked in order of importance—and explain further (e.g., why each is important to you). Form the first letters of each word into a memorable acronym if you wish.

<table>
<thead>
<tr>
<th>Value</th>
<th>Brief Explanation (what you mean by it or why it’s important to you)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
</tr>
<tr>
<td>3)</td>
<td></td>
</tr>
<tr>
<td>4)</td>
<td></td>
</tr>
<tr>
<td>5)</td>
<td></td>
</tr>
<tr>
<td>6)</td>
<td></td>
</tr>
</tbody>
</table>

Bob and Gregg Vanourek, father and son, are co-authors of the new book, Triple Crown Leadership: Building Excellent, Ethical, and Enduring Organizations. Bob has been CEO or a senior officer at numerous public companies and a university leadership instructor. Gregg has co-authored three books and teaches at the Stockholm School of Entrepreneurship and Royal Institute of Technology. For more information, visit [http://triplecrownleadership.com/](http://triplecrownleadership.com/) Twitter: [@TripleCrownLead](http://twitter.com/@TripleCrownLead)