

HOW TO IDENTIFY YOUR CORE VALUES



INTRODUCTION

*“Values are like fingerprints. Nobody’s are the same,
but you leave them all over everything you do.”*

~ Elvis Presley

This exercise is probably one of the most important exercises you can do in your life.

Why?

Because it is the key to understanding yourself and others.

But first I want to explain some of the language that is generally used by people.

Over recent years, people have begun to discover the importance of values. But their understanding of values is unclear and misrepresented by many.

Because of this misunderstanding, I use different terminology so as to make it easier for people to know the difference.

Firstly, values are fingerprint specific, i.e. they are unique to each individual. Even though the words used to describe an individual’s values may be the same, the deeper meaning will be very different for each person. I’ll explain more about this later.

People describe their values using such terms as integrity, honesty, loyalty, reliability.

While these are important to people, they tend not to be their true core values. These “labels” more describe what I call “their philosophy”. What I mean by this is that when it comes to their business or relationships, their philosophy is to deal with people with honesty and integrity, to be loyal and reliable. This is their way of “being”. It is what is important to them but these are not their core values, in the true sense.

When it comes to companies or corporations, the same applies. They put forward their values as being along the lines of integrity, honesty, loyalty, reliability.

But here's the thing, a company or a corporation is an inanimate entity. It can't have values in the real meaning of values. Much like above, this represents how they want to conduct their business, and what is important to them when it comes to conducting business. These again are more like the "philosophy" of the company.

The business itself is made up of individuals however. And each individual has their own unique set of values. Which again will have a specific meaning to themselves.

So while it is possible to have people work to the same approach or philosophy i.e. of integrity, honesty, loyalty, reliability etc., the company itself is missing a very valuable aspect which can propel their success if they wished.

How?

By identifying each individual's unique set of values, or what I prefer to call "internal priorities" and then link those individual priorities to the mission of the business. This is a lot of what I do when working with companies. When this linking is done, people are more engaged in the business.

For you to really know yourself and how you can really succeed, let's use the word "philosophy" to describe what is important to you when it comes to life, relationships or doing business. And instead of "values", let's use the term "internal priorities". I use this term because they are internal to yourself. They operate on a subconscious level.

It is by knowing and understanding your "internal priorities" that will be the key to really understanding yourself, and what will ultimately lead to your purpose and success in life.

Based on the study of axiology (the study of value), the unique hierarchy of human internal priorities determines how an individual will perceive and act upon the world.

Internal priorities are the foundation of human behaviour and the key to self-development.

Your three highest internal priorities are the primary (most important) underlying determinants of your perceptions, decisions, and behavioural actions. They determine your overall life strategies and results.

Aristotle's reference to the desire to fill your emptiness is in order for you to comprehend the source of your own internal priorities. As implied by Aristotle, you feel those things that are not full filled (fulfilled) in your life, and leave you desiring to fulfil them.

Those voids, which you perceive to be most empty, or missing, you will want to fulfil the most. So the very things that you desire to fulfil in your life will determine what your internal priorities are.

Every individual on this planet; regardless of race or creed, colour, age or sex, lives by a set of internal priorities; things that are most important through to things that are least important.

Your highest internal priorities are the key to your highest fulfilment. They are what is most meaningful to you. The most important thing that you can do in life is to fulfil your internal priorities.

So knowing your highest internal priorities and then applying your intentions towards fulfilling them, increases the probability of awakening your natural born leader inside, and increases your degree of inspiration, meaningfulness and fulfilment.

Your internal priorities are your evaluations and judgements about what is most or least important in your life at any moment. They determine your worldview and generate your behaviour or why you do what it is you do. They determine what you label good and evil, moral and ethical or what you respect disrespect. They determine your sense of worth and identity, or being. To understand and know yourself, you must know your highest internal priorities.

No two people ever have exactly the same internal priorities. Nobody has the same viewpoints on life, and nobody has the same voids driving those internal priorities, and things that are missing that they are trying to fill.

Whenever you are interacting with a person, you are living in your internal priorities and they are living in theirs. Every decision that you make, and they make, is based on what you and they perceive will fulfil your and their internal priorities most.

You will make decisions based on what you think will give you the greatest advantage over disadvantage, greatest reward over risk. Every decision at any moment is based on that.

Whatever is your highest internal priority, the ancient Greek philosophers called the 'Telos', or the 'end in mind'. Napoleon Hill called your highest priority 'your chief aim in life'. Whatever is your highest internal priority, you are inspired from within to fulfil.

The study of your internal priorities, the Greeks called teleology, which is 'the study of purpose and meaning'. You are therefore teleological and are living ultimately according to your Telos or highest internal priority.

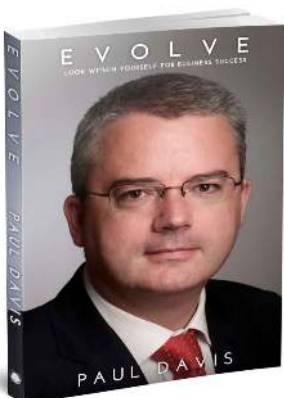
When you are not aware of your purpose and are feeling uninspired, it is primarily due to having an unrealistic expectation of living outside of your highest internal priority, and instead attempting to live within some social idealism or some other authority's highest priority.

Your purpose is the most efficient and effective pathway to fulfil your greatest amount of void with the greatest amount of value. Therefore, your highest internal priority is your present purpose or mission in life.

So how do you identify your highest internal priorities?

By looking for the evidence of where your subconscious mind is manifesting in your life the areas that bring you the most joy and fulfilment.

The purpose of this workbook is for you to find that evidence and, therefore, find your highest internal priorities.



This exercise forms part of the book *"EVOLVE, Look Within Yourself For Business Success"* written by Paul Davis.

If you have not obtained a copy of the book, you can purchase it directly from Amazon or by visiting www.DavisBusinessConsultants.com.

HOW TO IDENTIFY YOUR CORE VALUES

Step One:

Answer the following 13 questions, with 3 examples for each. For each answer, choose the three examples that are most important to you. Keep each of your answers concisely using one, two or three words. Think what each of the three items specifically represent or mean to you. You may initially be inclined to not accurately answer the following questions, because you may not know what the answers truly are. You may at first try to answer with social ideals or authority injunctions, and you may not really look at what your life truly demonstrates is most important to you. To override this illusive tendency, the following questions have instructions and examples which will assist you to more clearly define your highest internal priorities.

QUESTION 1 What do you fill your personal space with the most?

Look carefully at what you fill your personal or professional space with the most. What are the three items that you fill your space with? What three items (or group of items) stand out in your space? Items that are not highly important to you are placed in the trash, the attic or the garage. Look carefully at what you have in your home or in your office and see what you display in your most valued space. Things that are truly and highly important to you; you will keep in your possession or close by or somewhere where you can see them in your personal and/or professional space. You may even be wearing it. If you walked into your home or office and looked carefully at the space where you work, what would you see?

Do you see family photos, sports trophies, business awards, books? Do you see beautiful objects, comfortable furniture for friends to sit on, or souvenirs of favourite places you've visited? Perhaps your space is full of games, puzzles, or other forms of entertainment? Whatever you see around you is a very strong clue as to what you value most.

Look carefully and ask yourself how do you fill your personal or professional space? What three items stand out?

Then ask yourself what each of these items represent for you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: [STEP ONE](#)

QUESTION 2 **How do you spend your time the most?**

Look carefully at how you spend your time. What are the three things that you spend your time on most? You will make time for things that are really important to you and you will run out of time for things that aren't.

Even though you may commonly say: I don't have time for what you really want to do; the truth is that you are too busy doing what is truly more and most important to you and just don't know it. And what you think you want to be doing isn't always what is truly most important and valuable to you. You will find or make time for things that are truly most important. You simply figure out how to do so.

So look carefully at how you spend your time. Look at how you structure your 24-hour day. What do you most often do in those 16-18 hours of awake time? You will allocate your time for things that are important to you so your days will become divided up according to your true conscious or unconscious priorities. If something is not important, you will keep putting it off until tomorrow.

So if you were to break your day into hours and write out what you do each hour for each day, what would that be? Then total up the activities that you spend most of your waking hours on, and then put them in the order of the highest hours.

Then ask yourself what do each of the top three activities represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

QUESTION 3

How do you spend your energy the most and what energises you the most?

What are the three things that you always find energy for the most? You will always have energy for things that are truly highest on your internal priorities list and that inspire you. You will run out of energy for things that aren't important.

Have a look at where you feel most vitality and enthused in your day-to-day activities. Things that are low on your internal priorities will tend to drain you, and things that are high on your internal priorities will tend to energise you.

- Is it being of service at work?
- Is it solving problems that make a difference in other people's lives?
- Is it working out?
- Is it socialising?
- Is it cooking and entertaining for friends or loved ones?
- Is it shopping?
- Is it reading a great book or learning about what inspires you?
- Is it leading or managing people at work or at home?

When you are doing or fulfilling something throughout the day that is truly highest on your internal priorities, something that you love and are inspired by, you will have more energy at the end of doing that activity than when you started.

What are the 3 activities that you love to spend your energy on and that most energises you?

Then ask yourself what do each of the top three activities represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: STEP ONE

QUESTION 4 **How do you spend your money?**

Alfred Marshall stated in his 'Principles of Economics' that people will spend their money according to their internal priorities. So what are the three things that you spend your money on most? You will feel reluctant to spend money on things you perceive to be unimportant. If something means a lot to you, you will certainly figure out a way to pay for it. You create or find money for things that are truly valuable or highly important to you. You run out of money and don't want to spend money on things that are not important to you.

You might be considered to be 'cheap' when you do not want to spend your money on things that are too low on your priority list. You don't want to part with your money for things that are not important to you.

- Do you spend your money mostly on your home and security?
- Do you spend it back into your business development?
- Do you spend it on clothes and accessories for your appearance?
- Do you spend in on specialised education?
- Do you spend it on social activities or events?
- Do you spend it on entertainment?

Look at how you spend your money, or how it is being spent. What are the 3 most important and consistent things you spend your money on?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

You will find that as you fill in the answers to the first four internal priorities determinants, some of the answers are going to overlap or be the same or similar (synonyms). Some of the items or things you spend your time on, fill your space with; spend your energy and money on, will end up being the same, or at least synonyms. This is an indicator that you are on track with this process. This means that you are pretty congruent and you are more consistently doing something that is more important to you.

HOW TO IDENTIFY YOUR CORE VALUES: STEP ONE

QUESTION 5 **Where are you most organised or ordered?**

Where do you have the highest degree of order and organisation? What are the three things that you are most organised in? You will have at least a few areas of order and areas of disorder in your life. The things that are important to you, you will spend time organising.

You will tend to bring order and organisation to things that are important to you. And you will tend to have chaos and disorder in things that are low on your internal priorities. So look at where you have the greatest degree of order and organisation in your life.

- Do you have an organised social calendar?
- Do you have an organised workout schedule?
- Do you have an organised eating or dietary regime?
- Do you have an organised clothes and shoes closet?
- Do you have an organised financial house?
- Do you have an organised business agenda and management routine?
- Do you have an organised cooking arrangement?
- Do you have an organised children management?

Look at where you display the highest degree of order and organisation in your life. What are the three areas that stand out with the greatest degree of order and organisation?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: STEP ONE

QUESTION 6 **Where are you most reliable, disciplined and focused?**

What are the three things you are most reliable on? Whatever is highest on your internal priorities, you will be disciplined to do? If something is important to you, you will be dedicated to doing it. You don't and won't have to be reminded or motivated from the outside to do it.

You will be inspired from within to do what is truly most important. So look at what are the three things that you are most reliable, disciplined, focused on doing; where nobody has to get you or remind you to do them.

- Is it your studies?
- Is it your workout routine?
- Is it your social or social media interaction?
- Is it your appearance?
- Is it your dietary or eating regime?
- Is it your business management or activities?
- Is it your family management and attention?

Which three activities are you most reliable, focused or disciplined at doing?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

QUESTION 7 **What do you inwardly think about most?**

What are your innermost dominant thoughts? What are the three things that you dominate your thoughts on? I am not referring to momentary or transient distractions or depreciating self-thoughts. I am referring to what do you think about or focus on most that is gradually coming true in your life and manifesting?

Your mind will repeatedly focus on the things that mean something to you – whatever is highest on your internal priorities. A phonecall or a television program may momentarily distract you, but your mind will consistently return to the area of highest importance. The key in this internal priorities determinant is to identify what you are repeatedly and commonly thinking about, concerning how you would love your life to be, what you would love to do, or what you would love to have.

Make sure the answers to this question reflect the dominant thoughts that are actually and gradually coming true. Do not write down fantasies that are not being realised, or being brought into your reality. Don't write down imperatives like 'need to dos' or other essential or urgent things, or outer-directed 'should dos,' 'ought to dos' or 'supposed to dos.' Only write down what you specifically think about that you are gradually bringing about; those thoughts that you are truly showing fruitfulness with and that are slowly and steadily showing evidence of being brought into your life? What are you constantly mulling over, considering, and trying to understand even more?

What are the 3 things that you think about most and that you are bringing into reality? Those are the indicators of what is truly valuable to you.

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

QUESTION 8 **What do you visualise and realise?**

What do you visualise most about? How would you love your life to be that is gradually showing fruits and coming into reality? What are the three things that you visualise, envision, or daydream about most and are bringing about into reality? What are you visualising about how you want your life to turn out like and which is gradually coming true? What you most consistently envision and dream about will be in alignment with what is most important to you. This vision must be showing signs of gradually coming true in your life? Do not include things fantasised about that are not coming true, not delusions or unrealistic expectations, only visions that are becoming reality.

- Is it the family lifestyle that you dream about most?
- Is it becoming wealthy and financial freedom?
- Is it travelling the world?
- Is it completing or continually expanding your education and wisdom?
- Is it meeting and socialising with amazing people?
- Is it becoming a leader in your field of expertise?
- Is it leading or managing a great business?

What are the three things that you visualise about how you want your life that is actually gradually, slowly but surely coming true?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: STEP ONE

QUESTION 9 **What do you internally dialogue with yourself about the most?**

You, like everyone else, engage in self-talk. Some of which builds you up, and some of which tears you down. But all of it ultimately hones in on what's most important. What are those conversations about? What do you internally dialogue with yourself about most that is meaningful and that is gradually coming true or into your life? What are the three things that you internally talk to yourself about most that are manifesting? What do you keep talking to yourself about most, that you desire to come true and that is coming true? This is not about momentary negative self-talk or self-aggrandisement. It is about exactly what you talk to yourself about, or how you want your life to be, which is showing some fruits of becoming a reality.

Perhaps you evaluate other people or opportunities or weigh your skills and talents, making lists of pros and cons about any variety of things. You may design plans for yourself or your family, your home or business ventures, or your next vacation. What's the subject of your inner dialogue? What are the three conversations that you keep talking to yourself about most that are slowly but surely coming true?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: [STEP ONE](#)

QUESTION 10 **What do you talk most about in social settings?**

What are the three things that you externally converse with others about the most? What are the three things that you keep wanting to bring your conversation or other's conversations to, that nobody has to remind you to talk about? You've probably noticed that there are topics that immediately bring you to life and start you talking. If someone discusses something with you that you don't want to hear you will try to change the conversation to what is important to you. You become an extrovert talking about what is most important to you and when somebody else talks about it, you come alive. When somebody talks about something that is not important to you, you go quiet, become introverted and you want to change the conversation to what is more important to you.

If you go up to somebody and they ask you, how are the kids; that means that their kids are important. How is your business doing? Business is important. How are your relationships doing? Relationships are important. How are your stocks and investments doing? Financial investments are what is important.

What do you want to bring the conversation around to? What do you want to ask questions about and talk about? What are those three things you can't wait to discuss or talk about?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

QUESTION 11 **What inspires you the most?**

What inspires you the most? What are you most inspired about? What is common to those individuals that have inspired you most? What is common to all those things, insights, experiences or events that have repeatedly inspired you? What circumstances or events have you found yourself having a tear of inspiration?

- Is it great moments of your own or other individual's mastery?
- Is it when you or someone conquers an amazing challenge or fear?
- Is it when you achieved a meaningful goal?
- Is it when a great leader, actor, performer, thinker presents or performs their masterpiece?
- Is it when you hear some deeply meaningful lyrics of an amazing song?

Anytime you or anyone else conquers an important challenge in their life it can become inspiring to experience. And you are generally inspired most frequently in the area of your life that means most to you. If your children are a priority, then you will probably be inspired by what your children conquer or do. If your business is a priority, then you will probably be inspired by your or other's great achievements in business. If you love learning, you will probably be inspired by learning new pieces of the puzzle of life. If you love building wealth, you will probably be inspired by your investments growing against the odds or by wealthy individuals.

So, write the three things that inspire you and/or what is common to the people that have inspired you or are inspiring you the most?

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: [STEP ONE](#)

QUESTION 12 **What are the most consistent long-term goals you have set?**

You are most willing to stretch yourself and persistently act towards goals that have the most meaning to you. So, what are the three most consistent long-term goals that you have persisted working on that have stood the test of time? What are the three most persistent goals that you have focused on and that you are definitely and gradually bringing into reality?

It's a pretty direct correlation. People who have financial aspirations high on their list will have goals revolving around income, investing, retirement, and so on. People who value mental aptitude will strive in academics, intellectual achievement, skill acquisition, and the like. Vocational ambitions will evoke career-advancement and professional-acknowledgment goals; while physical targets will inspire focus on body fat, blood chemistry, and athletic accomplishment.

Do not write down fantasies that you are not acting upon and nothing is happening with. Write only the ones that you are slowly but surely bringing into your reality and that have been dominating your mind and thoughts for a long time, and you keep taking step-by-step actions towards bringing into reality. Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: [STEP ONE](#)

QUESTION 13 **What do you love to learn, read, listen or study about the most?**

What topics of study inspire you the most? When you enter a bookstore, which section do you make a beeline for? Which topic of magazines do you subscribe to? Which section of the newspapers do you turn to first? Are there non-fiction TV shows or film documentaries that you seek out?

What is it that you're trying to learn more about? What is the knowledge you seek or that you enjoy learning about? Even if you don't see it as learning, what are the subjects that most interest you?

What topics do you find yourself thinking about or asking questions about the most? The three answers to these questions will help reveal your highest internal priorities.

Then ask yourself what do each of these represent to you, what do they mean for you?

Answer 1

Answer 2

Answer 3

HOW TO IDENTIFY YOUR CORE VALUES: **STEP TWO**

Step Two: Now summarise your 30 answers below as concisely and precisely as possible:

1	What do you fill your personal space with the most?			
2	How do you spend your time the most?			
3	How do you spend your energy the most and what energises you the most?			
4	How do you spend your money?			
5	Where are you most organised or ordered?			
6	Where are you most reliable, disciplined and focused?			
7	What do you inwardly think about most?			
8	What do you visualise and realise?			
9	What do you internally dialogue with yourself about the most?			
10	What do you talk most about in social settings?			
11	What inspires you the most?			
12	What are the most consistent long-term goals you have set?			
13	What do you love to learn, read, listen or study about the most?			

HOW TO IDENTIFY YOUR CORE VALUES: [STEP THREE](#)

Step Three:

Now that you have three answers to each of the 13 questions, it's time to identify the answers that repeat most often.

You'll have noticed that among your 39 answers there is a certain amount of repetition (maybe even a lot of repetition). You are expressing the same kinds of internal priorities in different ways.

Look at your answers and find the common words or themes that appear the most. Now write those most common words or themes in the first column below.

Then count the number of times that word/theme appears in your answers; until you've counted all the times those words/themes appear in your 39 answers.

Then rank the words/themes in descending order based on the number of times that word appeared in your 39 answers, i.e. the frequency in which it appeared. Give a rank of 1 for the word/theme that appears the most in your answers, 2 for the next highest frequency, and so on.

You will now have all the words/themes ranked in priority of 1, 2, 3.... these represent your highest internal priorities. The ones that are most important are the top three highest ranked words/themes.

Word/Theme	Number of times word/ theme appears in the 39 answers	Ranked in descending order based on the number of times the word/theme appears – 1, 2, 3

HOW TO IDENTIFY YOUR CORE VALUES: [STEP FOUR](#)

Step Four:

List down here what your top 3 internal priorities are based on the ones that you gave the highest ranking to.

Rank	Word/Theme	What does each of these words/themes represent or mean to you?
1.		
2.		
3.		

This now gives you a structure that you can start to build your life and business around, and make decisions from.

HOW TO IDENTIFY YOUR CORE VALUES: [STEP FIVE](#)

Step Five:

Step one through four is to help you identify your top three highest internal priorities by looking for the evidence that shows up in your life.

From working with hundreds of people to help them narrow down and identify their highest priorities, sometimes it's hard for them to find a word for each of their internal priorities, which encapsulates the meaning for them. The following list will help you to do this.

Go through each of the values in the following list and find one that resonates the most for you as signifying the core meaning of each of your internal priorities.

This is by no means an exhaustive list, but it will help you to put "labels" on your three highest internal priorities.

- | | | | |
|--------------------------|-----------------|--------------------------|----------------|
| <input type="checkbox"/> | Abundance | <input type="checkbox"/> | Affluence |
| <input type="checkbox"/> | Acceptance | <input type="checkbox"/> | Alter |
| <input type="checkbox"/> | Accomplishment | <input type="checkbox"/> | Ambition |
| <input type="checkbox"/> | Accuracy | <input type="checkbox"/> | Amused |
| <input type="checkbox"/> | Achievement | <input type="checkbox"/> | Arouse |
| <input type="checkbox"/> | Acknowledgement | <input type="checkbox"/> | Assemble |
| <input type="checkbox"/> | Acquire | <input type="checkbox"/> | Assist |
| <input type="checkbox"/> | Advancement | <input type="checkbox"/> | Attain |
| <input type="checkbox"/> | Adventure | <input type="checkbox"/> | Attract |
| <input type="checkbox"/> | Affection | <input type="checkbox"/> | Attractiveness |

HOW TO IDENTIFY YOUR CORE VALUES: STEP FIVE

- | | | | |
|--------------------------|----------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Augment | <input type="checkbox"/> | Democracy |
| <input type="checkbox"/> | Authenticity | <input type="checkbox"/> | Design |
| <input type="checkbox"/> | Authority | <input type="checkbox"/> | Detect |
| <input type="checkbox"/> | Awake | <input type="checkbox"/> | Devoting |
| <input type="checkbox"/> | Awareness | <input type="checkbox"/> | Diligence |
| <input type="checkbox"/> | Balance | <input type="checkbox"/> | Directness |
| <input type="checkbox"/> | Be Present | <input type="checkbox"/> | Discern |
| <input type="checkbox"/> | Be With | <input type="checkbox"/> | Discipline |
| <input type="checkbox"/> | Beauty | <input type="checkbox"/> | Discovery |
| <input type="checkbox"/> | Being the Best | <input type="checkbox"/> | Distinguish |
| <input type="checkbox"/> | Best | <input type="checkbox"/> | Diversity |
| <input type="checkbox"/> | Bliss | <input type="checkbox"/> | Drive |
| <input type="checkbox"/> | Bonded | <input type="checkbox"/> | Duty |
| <input type="checkbox"/> | Build | <input type="checkbox"/> | Economic Security |
| <input type="checkbox"/> | Cause | <input type="checkbox"/> | Educate |
| <input type="checkbox"/> | Celebrity | <input type="checkbox"/> | Education |
| <input type="checkbox"/> | Challenging Problems | <input type="checkbox"/> | Effectiveness |
| <input type="checkbox"/> | Change | <input type="checkbox"/> | Efficiency |
| <input type="checkbox"/> | Change and Variety | <input type="checkbox"/> | Elegance |
| <input type="checkbox"/> | Close Relationships | <input type="checkbox"/> | Emote |
| <input type="checkbox"/> | Closeness | <input type="checkbox"/> | Empathise |
| <input type="checkbox"/> | Coach | <input type="checkbox"/> | Empowerment |
| <input type="checkbox"/> | Collaboration | <input type="checkbox"/> | Encourage |
| <input type="checkbox"/> | Community | <input type="checkbox"/> | Endeavour |
| <input type="checkbox"/> | Competence | <input type="checkbox"/> | Energise |
| <input type="checkbox"/> | Competition | <input type="checkbox"/> | Energy Flow |
| <input type="checkbox"/> | Comradeship | <input type="checkbox"/> | Enjoyment |
| <input type="checkbox"/> | Conceive | <input type="checkbox"/> | Enlighten |
| <input type="checkbox"/> | Connectedness | <input type="checkbox"/> | Enrol |
| <input type="checkbox"/> | Contribution | <input type="checkbox"/> | Enterprise |
| <input type="checkbox"/> | Cooperation | <input type="checkbox"/> | Entertained |
| <input type="checkbox"/> | Creativity | <input type="checkbox"/> | Entrepreneurship |
| <input type="checkbox"/> | Danger | <input type="checkbox"/> | Equality |
| <input type="checkbox"/> | Dare | <input type="checkbox"/> | Ethical Practice |
| <input type="checkbox"/> | Decisiveness | <input type="checkbox"/> | Excellence |

HOW TO IDENTIFY YOUR CORE VALUES: STEP FIVE

- | | | | |
|--------------------------|------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | Excitement | <input type="checkbox"/> | Helping Society |
| <input type="checkbox"/> | Exhilaration | <input type="checkbox"/> | Holy |
| <input type="checkbox"/> | Experience | <input type="checkbox"/> | Honesty |
| <input type="checkbox"/> | Experiment | <input type="checkbox"/> | Honouring |
| <input type="checkbox"/> | Expert | <input type="checkbox"/> | Humour |
| <input type="checkbox"/> | Explain | <input type="checkbox"/> | Imagination |
| <input type="checkbox"/> | Exploration | <input type="checkbox"/> | Impact |
| <input type="checkbox"/> | Facilitate | <input type="checkbox"/> | Improve |
| <input type="checkbox"/> | Fame | <input type="checkbox"/> | In Touch With |
| <input type="checkbox"/> | Family | <input type="checkbox"/> | Independence |
| <input type="checkbox"/> | Fast Living | <input type="checkbox"/> | Industrious |
| <input type="checkbox"/> | Feel Good | <input type="checkbox"/> | Influence |
| <input type="checkbox"/> | Financial Gain | <input type="checkbox"/> | Influencing Others |
| <input type="checkbox"/> | Financial Independence | <input type="checkbox"/> | Inform |
| <input type="checkbox"/> | Fitting In | <input type="checkbox"/> | Ingenuity |
| <input type="checkbox"/> | Flexibility | <input type="checkbox"/> | Inner Harmony |
| <input type="checkbox"/> | Focus | <input type="checkbox"/> | Insight |
| <input type="checkbox"/> | Forward the Action | <input type="checkbox"/> | Inspire |
| <input type="checkbox"/> | Foster | <input type="checkbox"/> | Instruct |
| <input type="checkbox"/> | Free Spirit | <input type="checkbox"/> | Integrated |
| <input type="checkbox"/> | Freedom | <input type="checkbox"/> | Integrity |
| <input type="checkbox"/> | Friendships | <input type="checkbox"/> | Intellectual |
| <input type="checkbox"/> | Full Self-expression | <input type="checkbox"/> | Intimacy |
| <input type="checkbox"/> | Fun | <input type="checkbox"/> | Invent |
| <input type="checkbox"/> | Gamble | <input type="checkbox"/> | Involvement |
| <input type="checkbox"/> | Govern | <input type="checkbox"/> | Joy |
| <input type="checkbox"/> | Grace | <input type="checkbox"/> | Justice |
| <input type="checkbox"/> | Grant | <input type="checkbox"/> | Knowledge |
| <input type="checkbox"/> | Greatest | <input type="checkbox"/> | Leadership |
| <input type="checkbox"/> | Growth | <input type="checkbox"/> | Learning |
| <input type="checkbox"/> | Guide | <input type="checkbox"/> | Lightness |
| <input type="checkbox"/> | Happiness | <input type="checkbox"/> | Linked |
| <input type="checkbox"/> | Harmony | <input type="checkbox"/> | Location |
| <input type="checkbox"/> | Health | <input type="checkbox"/> | Logic |
| <input type="checkbox"/> | Helping Other People | <input type="checkbox"/> | Love |

HOW TO IDENTIFY YOUR CORE VALUES: STEP FIVE

- | | | | |
|--------------------------|------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Loveliness | <input type="checkbox"/> | Physical Challenge |
| <input type="checkbox"/> | Loyalty | <input type="checkbox"/> | Plan |
| <input type="checkbox"/> | Magnificence | <input type="checkbox"/> | Playfulness |
| <input type="checkbox"/> | Making a Difference | <input type="checkbox"/> | Pleasure |
| <input type="checkbox"/> | Making Money | <input type="checkbox"/> | Power and Authority |
| <input type="checkbox"/> | Market Position | <input type="checkbox"/> | Prepare |
| <input type="checkbox"/> | Mastery | <input type="checkbox"/> | Prevail |
| <input type="checkbox"/> | Meaningful Experiences | <input type="checkbox"/> | Primacy |
| <input type="checkbox"/> | Meaningful Work | <input type="checkbox"/> | Prime |
| <input type="checkbox"/> | Merit | <input type="checkbox"/> | Privacy |
| <input type="checkbox"/> | Mindfulness | <input type="checkbox"/> | Productivity |
| <input type="checkbox"/> | Model | <input type="checkbox"/> | Professionalism |
| <input type="checkbox"/> | Money | <input type="checkbox"/> | Promotion |
| <input type="checkbox"/> | Move Forward | <input type="checkbox"/> | Prosperity |
| <input type="checkbox"/> | Nature / Environment | <input type="checkbox"/> | Provide |
| <input type="checkbox"/> | Nurturing | <input type="checkbox"/> | Public Service |
| <input type="checkbox"/> | Observe | <input type="checkbox"/> | Purity |
| <input type="checkbox"/> | Order | <input type="checkbox"/> | Quality |
| <input type="checkbox"/> | Orderliness | <input type="checkbox"/> | Quest |
| <input type="checkbox"/> | Organisation | <input type="checkbox"/> | Radiance |
| <input type="checkbox"/> | Originality | <input type="checkbox"/> | Realise |
| <input type="checkbox"/> | Outdo | <input type="checkbox"/> | Recognition |
| <input type="checkbox"/> | Participation | <input type="checkbox"/> | Recreation |
| <input type="checkbox"/> | Partnership | <input type="checkbox"/> | Refinement |
| <input type="checkbox"/> | Passionate | <input type="checkbox"/> | Reign |
| <input type="checkbox"/> | Patriotism | <input type="checkbox"/> | Relate |
| <input type="checkbox"/> | Peace | <input type="checkbox"/> | Relate With God |
| <input type="checkbox"/> | Perceive | <input type="checkbox"/> | Relationships |
| <input type="checkbox"/> | Perfect | <input type="checkbox"/> | Reliability |
| <input type="checkbox"/> | Performance | <input type="checkbox"/> | Religion |
| <input type="checkbox"/> | Perseverance | <input type="checkbox"/> | Reputation |
| <input type="checkbox"/> | Personal Development | <input type="checkbox"/> | Respect |
| <input type="checkbox"/> | Personal Growth | <input type="checkbox"/> | Respond |
| <input type="checkbox"/> | Personal Power | <input type="checkbox"/> | Responsibility |
| <input type="checkbox"/> | Persuasiveness | <input type="checkbox"/> | Risk Taking |

HOW TO IDENTIFY YOUR CORE VALUES: STEP FIVE

- | | | | |
|--------------------------|------------------|--------------------------|------------------------|
| <input type="checkbox"/> | Romance | <input type="checkbox"/> | Superiority |
| <input type="checkbox"/> | Rule | <input type="checkbox"/> | Supervising |
| <input type="checkbox"/> | Score | <input type="checkbox"/> | Support |
| <input type="checkbox"/> | Security | <input type="checkbox"/> | Synthesise |
| <input type="checkbox"/> | See | <input type="checkbox"/> | Taste |
| <input type="checkbox"/> | Self-esteem | <input type="checkbox"/> | Teach |
| <input type="checkbox"/> | Self-reliance | <input type="checkbox"/> | Teamwork |
| <input type="checkbox"/> | Self-respect | <input type="checkbox"/> | Tenderness |
| <input type="checkbox"/> | Sensations | <input type="checkbox"/> | The Unknown |
| <input type="checkbox"/> | Sense | <input type="checkbox"/> | Thrill |
| <input type="checkbox"/> | Sensitive | <input type="checkbox"/> | Time Freedom |
| <input type="checkbox"/> | Sensuality | <input type="checkbox"/> | To Be Known |
| <input type="checkbox"/> | Serenity | <input type="checkbox"/> | Touch |
| <input type="checkbox"/> | Serve | <input type="checkbox"/> | Tradition |
| <input type="checkbox"/> | Service | <input type="checkbox"/> | Tranquillity |
| <input type="checkbox"/> | Set Standards | <input type="checkbox"/> | Triumph |
| <input type="checkbox"/> | Sex | <input type="checkbox"/> | Trust |
| <input type="checkbox"/> | Sexuality | <input type="checkbox"/> | Truth |
| <input type="checkbox"/> | Sharing | <input type="checkbox"/> | Turn on |
| <input type="checkbox"/> | Show Compassion | <input type="checkbox"/> | Uncover |
| <input type="checkbox"/> | Simplicity | <input type="checkbox"/> | Unite |
| <input type="checkbox"/> | Skilfulness | <input type="checkbox"/> | Un-stick Others |
| <input type="checkbox"/> | Solving Problems | <input type="checkbox"/> | Uplift |
| <input type="checkbox"/> | Sophistication | <input type="checkbox"/> | Usefulness |
| <input type="checkbox"/> | Spark | <input type="checkbox"/> | Variety |
| <input type="checkbox"/> | Speculation | <input type="checkbox"/> | Venture |
| <input type="checkbox"/> | Spirituality | <input type="checkbox"/> | Vitality |
| <input type="checkbox"/> | Spontaneity | <input type="checkbox"/> | Wealth |
| <input type="checkbox"/> | Sports | <input type="checkbox"/> | Win Over |
| <input type="checkbox"/> | Stability | <input type="checkbox"/> | Winning |
| <input type="checkbox"/> | Status | <input type="checkbox"/> | Wisdom |
| <input type="checkbox"/> | Stimulate | <input type="checkbox"/> | Working Alone |
| <input type="checkbox"/> | Strength | <input type="checkbox"/> | Working Under Pressure |
| <input type="checkbox"/> | Strengthen | <input type="checkbox"/> | Working With Others |
| <input type="checkbox"/> | Success | <input type="checkbox"/> | Zest |

HOW TO IDENTIFY YOUR CORE VALUES: STEP FIVE

You want to end up with one word for each of your top three internal priorities. Therefore you will have three words. These three words represent your core values by which you subconsciously live your life by, and when they are not being implemented and respected, you are not functioning at your greatest capacity or fulfillment. Engage these values in everything you do, and success and happiness will follow.

Sometimes it's difficult to identify your core values by yourself as bias can set in. And it's a great advantage to have someone to ask you powerful questions so as to make sure you get the correct top three values for you. It is these three values that will make the most difference for you in your life. If you would like to obtain support to help you identify your core values connect with us at www.DavisBusinessConsultants.com

As I mentioned at the beginning of this workbook, this exercise is one of the most important exercises you can do in your life. It affects your relationships (personal and professional), leadership, goals, objectives, success, happiness and fulfillment. Imagine the difference it would make for your family, friends and colleagues to also identify their individual core values and know how to incorporate them into their life.

Courageous leaders share their knowledge to help others succeed. You too can pay it forward by passing this workbook on to others.

Wishing you the best of success.

Kindest regards,

A handwritten signature in blue ink that reads "Paul". The signature is written in a cursive style with a large, looped initial 'P'.

HOW CAN PAUL HELP YOU?



For many years, Paul Davis has been helping people discover their life purpose and bringing meaning to why they are here. When this is done Paul assists his clients to build a business or career around their primary purpose so that they can achieve greater levels of success, and ultimately have more meaning, fulfilment and freedom.

Having trained directly with Dr. John Demartini, world-renowned expert in the field of human behaviour, Paul Davis is a certified and licensed facilitator and practitioner of his work.

All businesses are made up of human beings. All relationships consist of the interaction of human beings. Therefore the advantage of knowing and understanding the application of the internal priorities of individuals is of significant benefit to individuals, organisations and relationships worldwide. They are the key to your empowerment, success and self-appreciation.

By facilitating the proper identification of your internal priorities, and explaining how to implement your priorities into your personal life, career or business, you will have the foundations with which you can live a more fulfilling life.

When it comes to relationships, either personal or professional, by having the internal priorities identified and understanding each other's internal priorities and how they benefit each other, it will result in less conflict or friction, and more rewarding, engaging and higher performance.

You can achieve your goals or objectives in life, career, or business, more easily and more rapidly by having your objectives linked to your internal priorities.

So in summary, if you want to...

- Know more about what drives you and what will bring you more fulfilment in life,
- Discover your primary life purpose,
- Have a better relationship with your family members, colleagues or partners,

- Have a higher level of team engagement with their roles within the organisation and with the mission of the company,
- Achieve your objectives and higher levels of success, easily and faster, or
- Learn how to communicate more effectively with other people and increase your level of influence

...then Paul can help you.

Contact Paul at paul@davisbusinessconsultants.com

You can find out more about Paul and how he works with clients by visiting his website www.DavisBusinessConsultants.com.



This exercise forms part of the book “*EVOLVE, Look Within Yourself For Business Success*” written by Paul Davis.

If you have not obtained a copy of the book, you can purchase it directly from Amazon or by visiting www.DavisBusinessConsultants.com.

NOTES



davisbusinessconsultants.com

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