



Identifying Personal and Professional Values Guide

Values are personal beliefs that indicate to each of us what is desirable, important, meaningful, useful, and worthwhile. Understanding what you value, personally and professionally, will help you make career and lifestyle choices that will be more satisfying and rewarding. Once you understand your values, you can make better decisions about whether certain opportunities are right for you.



The Importance of Values

Life can be much easier when you acknowledge your values – and when you make plans and decisions that honor them. What happens when your decisions are based on someone else's values or opinions? Based on impulse? Based on convenience or expedience, instead of what you believe is right?



For more on the benefits of identifying your values, read this article: <https://www.lifehack.org/articles/communication/8-benefits-identifying-your-values.html>

What is the purpose of clarifying your values? Why become conscious about what you value?

- To know who you are, what's important to you.
- To keep life-directing decisions from being based on impulse, pressure, emotion, or a family or friend's advice instead on the values by which you live.
- To show yourself that you can take charge of your life by matching your decisions with your values.

Once you know what your basic values are, you can begin making deliberate choices based on your conscious values.

Activity 1 – Your Personal Values

This exercise is designed to help you reach a better understanding of the values that matter most to you in your life.

Instructions: From the list of personal values below, select the **10** values that are **important** to you as guides for how to behave or as components of a valued way of life. Feel free to add any values of your own to this list.

| | | |
|---------------|------------------|----------------|
| Abundance | Accountability | Achievement |
| Adventure | Affection | Appreciation |
| Arts | Balance | Beauty |
| Career | Caring | Challenge |
| Change | Clarity | Collaboration |
| Communication | Community | Compassion |
| Competence | Competition | Connection |
| Contentment | Contribution | Cooperation |
| Courage | Creativity | Decisiveness |
| Dependability | Diversity | Effectiveness |
| Efficiency | Encouragement | Endurance |
| Enjoyment | Ethical practice | Excellence |
| Excitement | Fairness | Faith |
| Fame | Family | Finances |
| Fitness | Forgiveness | Freedom |
| Friendship | Fun | Generosity |
| Grace | Gratitude | Happiness |
| Harmony | Health | Helping others |

| | | |
|-----------------|----------------|-----------------|
| Heritage | Home | Honesty |
| Humanity | Humor | Independence |
| Influence | Innovation | Inspiration |
| Integrity | Intellect | Intuition |
| Involvement | Justice | Kindness |
| Knowledge | Leadership | Learning |
| Legacy | Love | Loyalty |
| Merit | Money | Nature |
| Openness | Order | Organization |
| Partnership | Patience | Peace |
| Personal growth | Planning | Play |
| Power | Privacy | Professionalism |
| Prosperity | Purity | Quality |
| Recognition | Reflection | Relationship |
| Religion | Reputation | Resilience |
| Respect | Responsibility | Risk-taking |
| Safety | Security | Self-expression |
| Self-respect | Serenity | Service |
| Sophistication | Spirituality | Stability |
| Status | Strength | Success |
| Thoughtfulness | Time | Trust |
| Truth | Uniqueness | Variety |
| Wealth | Wellness | Wisdom |

My top 10 important personal values:

| | | | | |
|----|----|----|----|-----|
| 1. | 2. | 3. | 4. | 5. |
| 6. | 7. | 8. | 9. | 10. |

Narrow that list down to 5 **very important** values:

| | | | | |
|----|----|----|----|----|
| 1. | 2. | 3. | 4. | 5. |
|----|----|----|----|----|

Now pick your 3 to most important values:

| | | |
|----|----|----|
| 1. | 2. | 3. |
|----|----|----|

Finally, for each of your 3 most important values, write a brief description about what it means to you. “Personal growth” may be an important value to you; however, what that means to you and what it may mean to someone else could be very different. Writing the description helps you have more clarity especially when matching your decisions with your values.

| | | |
|----|----|----|
| 1. | 2. | 3. |
|----|----|----|

When Values Conflict

When the things that you do and the way that you behave match your values, you usually feel more satisfied and content. But when these don't align with your values, that's when things feel... wrong. This is called a **values conflict** and can be a real source of unhappiness. In a values conflict, a difference in long-held beliefs (values) can result in differences of opinion and therefore a conflict. For example, you may enjoy the type of work you do but if you don't agree with the mission or values of the company you work for, you may experience a values conflict and dissatisfaction with your job. These conflicts are not easily resolved with facts as the differences are belief-based. Therefore, making a conscious effort to identify and understand your values is so important.



Reflection Question: Using one of your three most important values you identified in Activity 1, can you think of a behavior or action you could do that would conflict with that value?

Values at Work

If you value family, but you work 70-hour weeks in your job, will you feel internal stress and conflict? If you don't value competition, and you work in a highly competitive sales environment, are you likely to be satisfied with your job?

In these types of situations, understanding your values as they relate to work can really help. Once you understand your own values, you can use them to make these types of decisions:

- What job should I pursue?
- Should I accept this promotion?
- Should I start my own business?
- Should I compromise or be firm with my position?
- Should I follow tradition or make a new path?



For more on finding a job that aligns with your interests and values, read this article: <https://www.indeed.com/career-advice/finding-a-job/how-to-determine-what-to-do-with-your-life>

Activity 2 – Your Core Values in the Workplace

Workplace core values are a part of setting job search goals. Decide what workplace values are most important to you.

Instructions:

1. **Highlight or circle** those values important to you at work.
2. Underline the top 10 values most important to you
3. In the space next to your top 10 most important values, **rank them from 1-10** (1 = your most important and 10 = your least important).

*If there is a workplace value that is important to you and not listed, please write that value in the free space.

| | | |
|--------------------|----------------------|--------------------|
| _____ Acceptance | _____ Accountability | _____ Achievement |
| _____ Adaptability | _____ Adventure | _____ Authenticity |
| _____ Authority | _____ Autonomy | _____ Balance |
| _____ Boldness | _____ Bravery | _____ Challenge |

| | | |
|------------------------|-----------------------|-------------------------|
| _____ Clarity | _____ Collaboration | _____ Compassion |
| _____ Communication | _____ Community | _____ Contribution |
| _____ Creativity | _____ Curiosity | _____ Dependability |
| _____ Diversity | _____ Empathy | _____ Enthusiasm |
| _____ Equality | _____ Family | _____ Fairness |
| _____ Flexibility | _____ Friendship | _____ Growth |
| _____ Happiness | _____ Hard work | _____ Honesty |
| _____ Humility | _____ Humor | _____ Impact |
| _____ Improvement | _____ Innovation | _____ Kindness |
| _____ Knowledge | _____ Leadership | _____ Learning |
| _____ Loyalty | _____ Meaningful work | _____ Optimism |
| _____ Ownership | _____ Participation | _____ Patience |
| _____ Peace | _____ Persistence | _____ Power |
| _____ Quality | _____ Recognition | _____ Relationships |
| _____ Reliability | _____ Reputation | _____ Respect |
| _____ Responsibility | _____ Results | _____ Security |
| _____ Self-improvement | _____ Simplicity | _____ Stability |
| _____ Success | _____ Sustainability | _____ Teamwork |
| _____ Time management | _____ Transparency | _____ Trustworthiness |
| _____ Wealth | _____ Work ethic | _____ Work-life balance |
| _____ _____ | _____ _____ | _____ _____ |

My top workplace values (ranked):

| | | | | |
|----|----|----|----|-----|
| 1. | 2. | 3. | 4. | 5. |
| 6. | 7. | 8. | 9. | 10. |

Conclusion and Reflection

Understanding your values can help you make better decisions in your personal and professional life. One way to decide if a job or workplace is one where you will be productive and successful is to ask whether or not it reflects your values. If there is a conflict in values, you may need to either look elsewhere or decide how you might respond to that conflict if/when it occurs.



Reflection Question: Based on the values and work aspects you identified above, does your current job satisfy those values? If you are looking for a job, do the roles and positions you are applying to satisfy those values?