

Step 4: Values

What values are so important to you that you can't imagine sacrificing them? What values feel inseparable from who you are as a person and what you stand for as a leader? On the following page is a **suggested** list of 134 values. Feel free to add your own if the list doesn't capture a value that is important to you! You may choose to narrow the list in any way that is meaningful to you.

YOUR GOAL IS TO END UP WITH **FIVE TO SEVEN** KEY VALUES.

If the list is overwhelming, you may choose to cull the values by making the following four suggested passes through the list:

Pass 1: Eliminate any value that doesn't rise to the level of "very important" to you.

Pass 2: Among the remaining values, eliminate any value that doesn't rise to the level of "absolutely essential."

Pass 3: Among the remaining values, circle ten that are non-negotiable if you were choosing a partner (business or personal).

Pass 4: From the values that remain, circle the five that you'd most like to have listed on your tombstone. (We know that sounds a bit extreme, but we are looking for the values that best characterize "what you stand for" and, thus, the legacy you hope to leave behind.)

Acceptance
Achievement
Alignment
Attractiveness
Calm
Community
Consideration
Cooperation
Delight
Discovery
Education
Encouragement
Entertainment
Excellence
Expertise
Faith
Feeling good
Friendship
Grace
Happiness
Honesty
Humility
Independence
Inner peace
Instruction
Inventiveness
Kindness
Learning
Magnificence
Nobility
Order
Peace
Play
Power
Proficiency
Reliability

Responsibility
Safety
Serenity
Spirituality
Strength
Support
Truth
Vision
Winning
Accomplishment
Acquisition
Altruism
Authenticity
Charity
Compassion
Constancy
Creativity
Dependability
Diversity
Effectiveness
Energy
Equality
Experience
Facilitation
Fame
Fitness
Fun
Gratitude
Harmony
Honor
Imagination
Influence
Innovation
Integrity
Joy
Knowledge

Love
Mastery
Nurturance
Organization
Perception
Pleasure
Preparation
Relationships
Resourcefulness
Responsiveness
Self-awareness
Service
Stability
Success
Teaching
Understanding
Wealth
Wisdom
Courage
Adventure
Assistance
Beauty
Connection
Contentment
Dare
Dignity
Economic Security
Empathy
Enlightenment
Ethics
Experiment

Health
Hope
Improvement
Information
Inspiration
Intelligence
Justice
Laughter
Loyalty
Merriment
Observation
Originality
Personal development
Positive Attitude
Presence
Relaxation
Respect
Risk
Self-Worth
Simplicity
Stimulation
Superiority
Trust
Victory
Wholeness
Fairness
Family
Freedom
Generosity
Guidance



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