

# identifying your core values

Think of core values as the principle that guides your behaviour and the decisions you make, personally, as family or as a family business. Core values truly shape your character, and help you determine your priorities.

## Personal core values exercise:

Your personal core values are built into your DNA, you have them, you always have, but you may not have defined them or written them out. They are your guiding principles, how you live your life, your beliefs, ethics, morals. They are what drives your decisions. They rarely change over time. It is who you really are deep down inside.

1. **Family and Friends** – Using the assignment list, narrow down the top 4 to 6 qualities and rank them in order of importance to you. Pick your top 3.

2. **The Funeral Question** – ask yourself what would you like people to say about you at your funeral? List 4 to 6 qualities and rank them in order of importance to you. Pick your top 3.

3. **Finalize Your Core Values** – pick 4-6 words from the above 2 exercises. Rank them in order of importance to you.

◆ Tada...these are your core values. Congratulations!  
These will be of no surprise, just an aha moment.

Date:

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