



# PRISCILLA HANSEN MAHONEY, CPC

Business Leadership Guide | Service Industry Coach | Speaker

207-747-4063

|

info@blazingtrailscoaching.com

## IDENTIFYING YOUR CORE VALUES

Core values are fundamental to creating a strong organization. Core values are who you are, who you want to become, and what you aspire to be.

Most people don't spend a lot of time thinking about the principles that guide them. They often let their subconscious mind direct them in the decision-making process. Only problem is, often our subconscious level mind makes fear-based decisions, or defaults to the "easier path" rather than what's right. For instance, you may know you should quit that unhealthy habit, or exercise more often, but when left up to the sub-conscious mind, more often than not, it chooses the easier way out. When it comes to goal achievement – the conscious mind must play a part in redirecting behaviors and actions. Therefore, it's important to take the time to write out your core values and be diligent in utilizing them in decision making and goal setting.

This guide provides steps and a few tough questions that will help you identify what your core values are if you are just getting started, or, identify areas that need to be reworked if you have lost your way.

While it's easy to be tempted to google "core values" and pour over lists upon lists of keywords such as "accountability," "leadership," "Happiness," and "excellence"... I would encourage you to take this exercise a step further.

Core values are your guiding principles. They should be inarguable and impenetrable. Core values aren't just a rote list of "best behaviors" – but rather they should push you to step out of your comfort zone, stretch you to be a better person, and make you well with pride when you think of them.

How do you know if you've selected concrete values? You should feel something (tingle? Excitement? Emotion? Pride? Joy?) when you read them. They should be memorable, easy to understand, specific to what you do and who you are, and support your mission and vision.

When establishing core values for a team, keep in mind that if one does not possess the core values of the organization, they probably shouldn't be employed there. For instance, if someone works for a daycare, they should possess the core value of loving and protecting children.



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## BRAINSTORMING ACTIVITY

What things, if take away or you couldn't do them any more would make life unbearable for you? What makes these things valuable to you?

When making your most important decisions, what are the fundamentals you base them on?

What are your "soap box" issues? Your deep concerns? Why?

Where do you invest the best of your time, money and energy? Why?

What do you take the most pride in? What excites you most in life? Why?



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Review your answers to the questions above. Circle or highlight words that stand out to you.

Here are a few examples of words and phrases to get you started:

Sustainability	Innovation	Excellence
Reliability	Loyal	Committed
Dependable	Passionate	Courageous
Respectful	Inspiring	Honesty
Integrity	Consistent	Efficient
Humorous	Optimistic	Positive
Nurturing	Open-minded	Adventurous
Resourceful	Customer Service	Fun
Humble	Community	Responsibility
Quality	Satisfaction	Delight
Support	Caring	Partnership
Best	Value	Global
Transformation	Leadership	Teamwork
Diversity	Humility	Transparency
Results	Fanatical	Friends
Family	Listening	Learning
Educating	Remarkable	

Once you have your list, choose three unique values that empower your mission. Your mission should be the WHY that gets you jump out of bed each morning excited to do what you do! Missions are purposeful, action driven and results oriented.

Document action steps to incorporate your values into day-to-day activities and throughout existing workflows. (for example, if you value education, then interweave education into employee training)

Communicate your core values - on your website, in your workplace, in your culture, with your actions. Talk about your core values often. Demonstrate them in your work, and train your employees on how to uphold the company core values while performing their job duties and responsibilities.

Want more help/guidance? I've got you covered! Schedule a session with me today!  
[www.blazingtrailscoaching.com/chat/](http://www.blazingtrailscoaching.com/chat/)