

VALUES AND PURPOSE TOOL

This exercise is intended to help you identify your core values, and then think about your purpose. We know instinctively that we are more motivated by personally meaningful goals than by external rewards such as money or status. Put simply: When you love what you do, it shows.

1. PINPOINT YOUR VALUES

To investigate what's truly important to you, answer the questions below (expanded from a set in *Life Reimagined*, Berrett-Koehler, 2013). Take your time. Go from your gut. And write them down on the back.

1. *What motivates me to get up in the morning?*
2. *What keeps me up at night?*
3. *What am I doing when I'm at my best?*
4. *Why am I bothered by what bothers me?*
5. *Why do I do the work I do?*
6. *Why do I live where I live?*
7. *Why do I buy what I buy?*
8. *Why do I long for what I long for?*
9. *Why do I read and watch what I do?*
10. *Why do I admire whom I admire?*
11. *When am I happy?*
12. *Why do I have the relationships that I have?*

List your core values based on your answers . Core values are your foundational beliefs, ways to think and act that are more important to you than anything else.

Value 1	
Value 2	
Value 3	
Value 4	
Value 5 (add more if needed)	

2. CREATE A COAT OF ARMS

Fill in your coat of arms with 6 things that describe you and what you represent. These can be work related, personal achievements, family background, goals/ambitions etc.. At the bottom of each box, explain what it means.

Finally, in the banner below the shield, come up with a simple sentence that pulls all these things together describing what you are about.

