



# Values Clarification & Mission Statement

**Your Name:** \_\_\_\_\_

**Today's Date:** \_\_\_\_\_

## What is a value?

Values are what is most important in your life — what gives your life meaning and relevance. They create your inner framework of how you make choices and can be your deepest motivators. Honoring your values brings richness and fulfillment to your life. Knowing what your values are will assist you in finding direction, purpose, and intention.

## Define your values

What values are crucial to you living a life of completeness, wholeness and pure fulfillment?

- Close your eyes, take a deep breath, and think of a moment in time in which you were feeling a sense of complete focus and joy. Capture the details of this moment. Notice what values you were honoring.
- Go to the next page, circle the values you were honoring in your visualization and the ones that resonate with you in this moment. This is not about what sounds good, or what you “should” pick. This is about what is authentically important to you; use your intuition.
- Feel free to add values not listed on the following page.
- Select your top 10 values out of the ones you circled. Write them down on page 3.
- Values that have a similar meaning to you can be linked into a “value string” – creating your own special meaning. Examples: Autonomy/Freedom/Independence, Autonomy/Power/Solitude, Freedom/Ease/Choice, Freedom/Independence/Choice...
- Once you’ve defined your top 10 values, rank how well you’re currently honoring them in your life on a scale of 1-10 (1 not honoring them at all, and 10 honoring them fully). In reviewing your lower scores, notice what might be getting overlooked. In reviewing your higher scores, acknowledge how you’re living in alignment with your values.
- The key to staying fully present and empowered in your life and business is to ensure that your personal and business missions are aligned. On page 4 create your mission statement based on your top values.

**List of Example Values:** Feel free to add your own.

Abundance	Creativity	Imagination	Peace
Acceptance	Danger	Impact	Play
Accomplishment	Directness	Improvement	Power
Accountability	Discovery	Independence	Privacy
Accuracy	Ease	Influence	Productivity
Achievement	Elegance	Information	Recognition
Acknowledgment	Emotional Health	Ingenuity	Risk Taking
Adventure	Emotions	Inner life	Romance
Aesthetics	Empathy	Inspiration	Security
Aliveness	Empowerment	Integrity	Self-expression
Altruism	Encouragement	Intimacy	Sensitivity
Ambition	Energy	Joy	Sensuality
Artistry	Excellence	Justice	Service
Attraction	Excitement	Kindness	Solitude
Authenticity	Experience	Knowledge	Spirituality
Autonomy	Experimenting	Leadership	Spontaneity
Balance	Expression	Learning	Stewardship
Beauty	Family	Legacy	Style
Being the best	Feeling good	Love	Success
Boldness	Focus	Loyalty	Teaching
Certainty	Freedom	Mastery	Traditions
Choice	Friendship	Meaning	Tranquility
Clarity	Fun	Moderation	Trust
Collaboration	Gentleness	Nature	Wealth
Commitment	Growth	Nurturing	Wisdom
Community	Harmony	Openness	Wittiness
Completion	Health	Orderliness	Zest
Comradeship	Honesty	Originality	
Connectedness	Humility	Participation	
Contribution	Humor	Passion	

**List your top 10 values or value strings and rank how well you are honoring them.**

<b>Ranked Values</b>	<b>How well are you honoring this value?</b> 1 = not at all 10 = honoring it fully
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

**Some important notes on values:**

- Feeling stressed, out of balance, or resentful could be signs of your values being stepped on.
- If you're making a decision, look to your values to be a guide. Ask yourself how well will you be honoring your core values with each option in front of you.
- Values may change slightly over time. This is a good exercise to do every few years to see if any values have shifted.



## Arrange your top values into a mission statement.

For example, if you selected joyfulness, honesty, dedication and service, your sentence might be:

*My personal mission is to ensure that I bring honesty, dedication and service joyfully into everything I do.*

If you feel that one value is more important to you than all the rest – you may believe that the most important value is justice – without justice nothing else matters. Your mission statement might be:

*My personal mission is to ensure than everyone is treated with justice.*

Other examples:

*I bring connection, fun and innovation into everything I do.*

*My personal mission is to respectfully serve my community.*

*To ensure that I bring respect, connection and freedom joyfully into everything I do.*

## Your mission statement:

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