



Core Values and Principles

Core Values / Principles – They **are not** ethics, or basic [operational – that is to say actual] values. Ethics are basically answered by “the Mirror Test.” *What kind of person do I want to see in the mirror in the morning?*

*“They are the **motivational preferences or choices**, which consistently characterize the behaviour of people, groups, non-profits or organizations. They may be deliberate and carefully considered or simply spontaneous. More than goals or ideals, they are real choices and preferences.”*

Values

Values - the guiding principles of behaviour that encapsulate the person’s/Business’/organization’s character and culture.

- think about those things that - that feel important to us
- define our fundamental character {what we would like people to say about us, or what we are ‘*in the dark*’}
- supply meaning to our work and life
- influence the decisions we make
- compel us to take a stand {areas that no or yes is non-negotiable}
- provide the atmosphere in which we are most productive {IE do we need to be trusted, respected, feel cared for, have people around}
- places where “draw a line in the concrete”

We must know that there is a difference between *aspirational* [aspire towards...] and *operational/actual* core values. There is also a recognition we can understand, share and have similar goals but values can be different. Thus, we can differ on even what we call core values/virtues but prioritization will differ depending upon where we are in life {IE young families will have a higher core value of family than an empty nester or at least a different definition of what family value looks like}

We also must be willing to have a written definition of our core values, like a fire drill principle, when the heat is on it will too late! These values must be able to be defined and measured.

Therefore fill them in as follows – in three columns and the very valuable/important must boil down to 5-7 {I will help with this if needed}

SORTING OUR VALUES

Prompt Card

If my life were completely unencumbered, this is how I would value _____

t These are very valuable/important to me	These are valuable/important to me	These are not very valuable/important
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