

## Core Values

*Based on the work of Thomas Leonard & Coach U*

**Core values** are the interests and qualities that you’ve always found yourself drawn to. Core values make us who we are. When our work and life are aligned with them, we feel most fully ourselves and fully energized. We are naturally inclined toward our core values, and are eager to do them without making a lot of effort or setting a bunch of goals.

For example, some people love to repair or fix stuff – as kids, they took apart their toys only to put them back together, and as adults they still love tinkering in the garage. “Repairing” is a value for them – they don’t have to force themselves to fix stuff, they just do it.

By the way, in this context aren’t using the word *values* in the same way as it’s often used in the realm of politics, media, or religion, where it often refers to issues of morality. Core values can include morality, but the term as used here is more broad, having more to do with what we are drawn to.

The idea of core values as discussed here was first presented by the late [Thomas Leonard](#), a pioneer in the field of life coaching.

**Step 1:** Read through the list below, developed by Thomas Leonard and Coach University. See what naturally appeals to you. Circle 20 or so values.

<b>Adventure</b>	
Risk	Gamble
The Unknown	Endeavor
Thrill	Quest
Danger	Experiment
Speculation	Be exhilarated
Dare	Venture
<b>Create beauty</b>	Loveliness
Embody grace	Exude radiance
Express refinement	Experience magnificence
Exude elegance	Experience gloriousness
Attractiveness	Have taste
<b>To Catalyze</b>	
Impact	Spark
Move forward	Encourage
Touch	Influence
Turn on	Stimulate
Unstick others	Energize
Coach	Alter
<b>To Contribute</b>	Facilitate
Serve	Minister to
Improve	Grant
Augment	Provide
Assist	Foster
Endow	Assist
Strengthen	

<b>To Feel</b> Emote To glow Sense	To feel good Be with Experience energy flow In touch with sensations
<b>To Create</b> Design Invent Synthesize Be imaginative Ingenuity Be original	Conceive Plan Build Perfect Assemble Inspire
<b>To Discover</b> Learn Detect Perceive Locate	Realize Uncover Discern Distinguish Observe
<b>To Lead</b> Guide Inspire Influence Cause Arouse Enroll	Reign Govern Rule Persuade Encourage Model
<b>Embody mastery</b> Be expert Dominate field Adept Superiority Primacy	Preeminence Greatest Best Outdo Set standards Embody excellence
<b>Pleasure</b> Have fun Experience sensuality Experience bliss	Be amused Be entertained Play games Enjoy sports
<b>To Relate</b> Be connected Be part of community Be part of family To unite	To nurture Be linked Be bonded Be integrated Be with
<b>Be Sensitive</b> Express tenderness Touch Perceive Be present	Empathize Support Show compassion Respond See

<b>Be Spiritual</b> Be aware Be accepting Be awake Relate with God	Be devoted Be holy Be honoring Be passionate Be religious
<b>To Teach</b> Educate Instruct Enlighten Inform	Prepare Edify Prime Uplift Explain
<b>To Win</b> Prevail Accomplish Attain Score	Acquire Win over Triumph Predominate Attract

**Step 2:** Next, look through your list of the 20 values you have chosen and answer the following:

- Do you want it, but it doesn't come easily? Then it's probably a "should," not a value. Delete it.
- Are you doing it in order to get something else? If yes, it is not a value. Cross it off your list.
- Did you do it when you were seven years old? If yes, it's probably a value. Keep it on your list.
- Is it really exciting and you're a bit afraid of it? If yes, it may be a value. Keep it on your list.

**Step 3:** Please add more, or prune, to **bring your core value list to a total of 5.**