

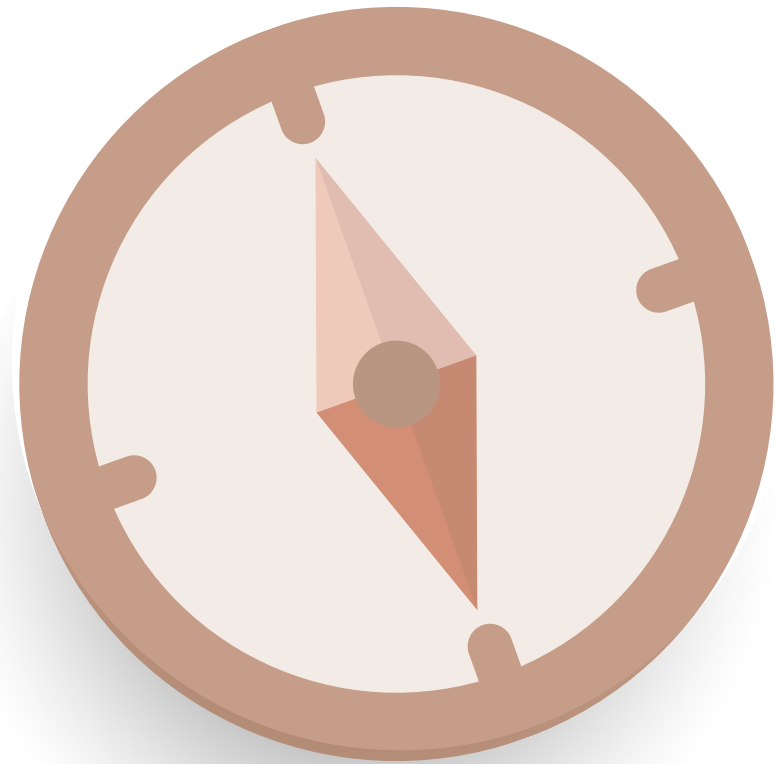
IDENTIFYING YOUR VALUES, VIRTUES, PURPOSE AND VISION STATEMENT

Your Personal Values, Virtues, Purpose and Vision Statement (VVP&V) is the most valuable source of *guidance* and *grounding* available on your life journey,

Like a compass, your VVP&V point towards your individual true north.

When the challenging or mundane aspects of life threaten your will to carry on these elements affirm the things that hold significance in your life and your personal connection to them.

In this way, your VVP&V anchors you in a greater meaning and compels you towards seeing that meaning realized despite the adversities you may face.



1

Values are the things that you believe are important in the way you live and work.



2

Virtues are values in action, they are values lived on a dependably regular basis.



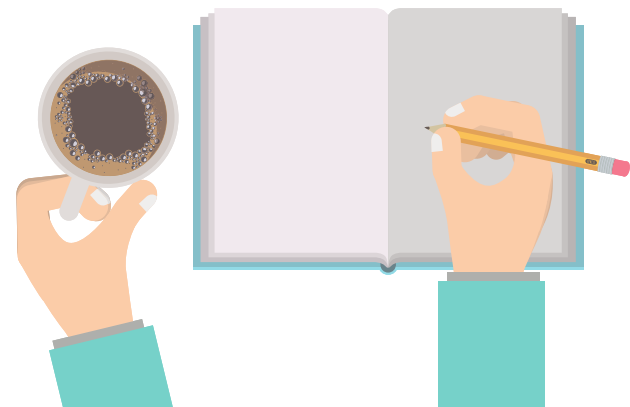
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Purpose is the path set out by your values and virtues. It is a personal calling manifested deep from within. As Gary Keller and Jay Papasan write in *The ONE Thing*, "When what you do matches your purpose, your life just feels in rhythm, and the path you beat with your feet seems to match the sound in your head and heart."



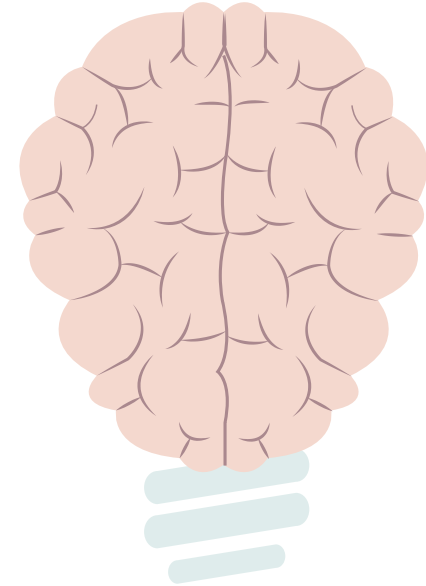
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A Vision Statement is the declaration of your purpose based on our core values and virtues.



Step 1: Start with a Beginner's Mind

Believing that you have all of the answers from the starts circumvents a creative personal discovery process. Breathe, and empty your mind. Peel back the layers of preconceived notions and built-up mental chatter to allow for new insights and inner revelations to emerge uninhibited.



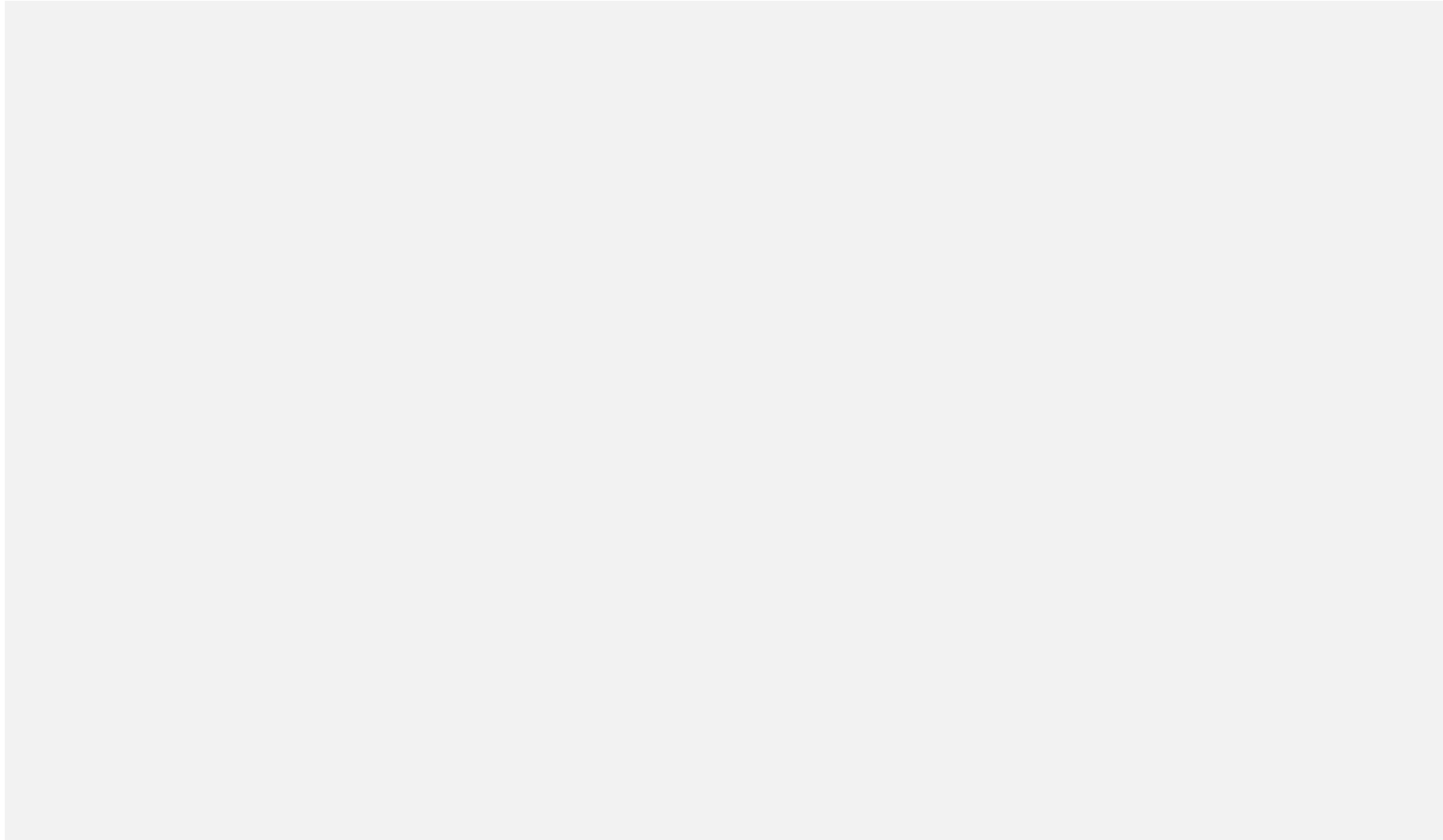
Step 2: Develop Your List of Personal Values

Use the space provided to answer the questions on pages 4-7

Values aren't chosen, they are discovered and revealed through experience and reflection. For those not used to working with values, scanning a list (page 21) may be helpful to see the range of available options, but ultimately, reflect on the questions below to help illuminate and uncover your personal values internally:

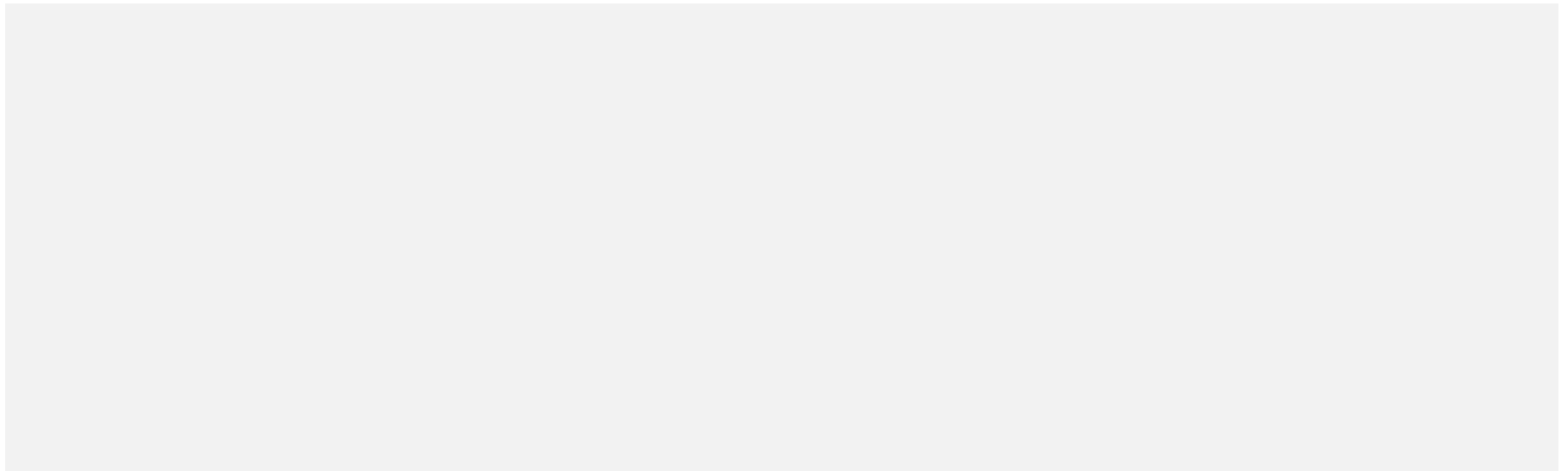
Consider a meaningful moment— a peak experience that stands out.

- What was happening to you?
- What was going on?
- What values were you honoring at this time



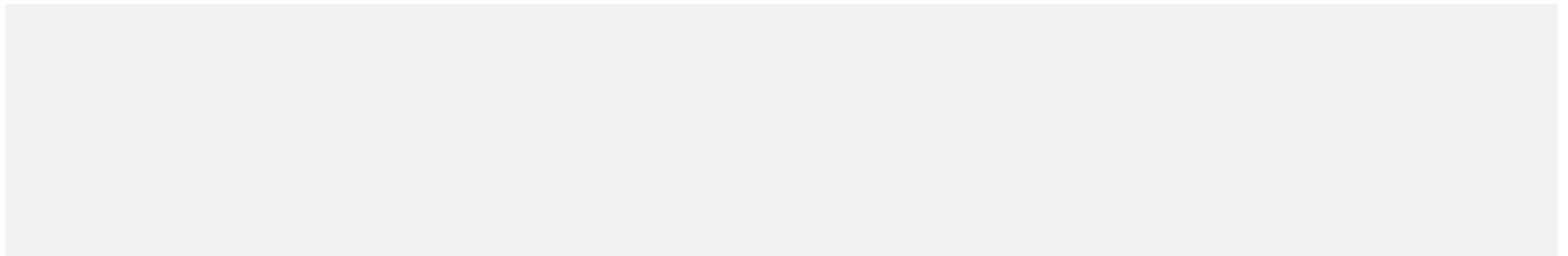
Now, go in the opposite direction; consider a time you got angry, frustrated, or upset.

- What was going on?
- What were you feeling?



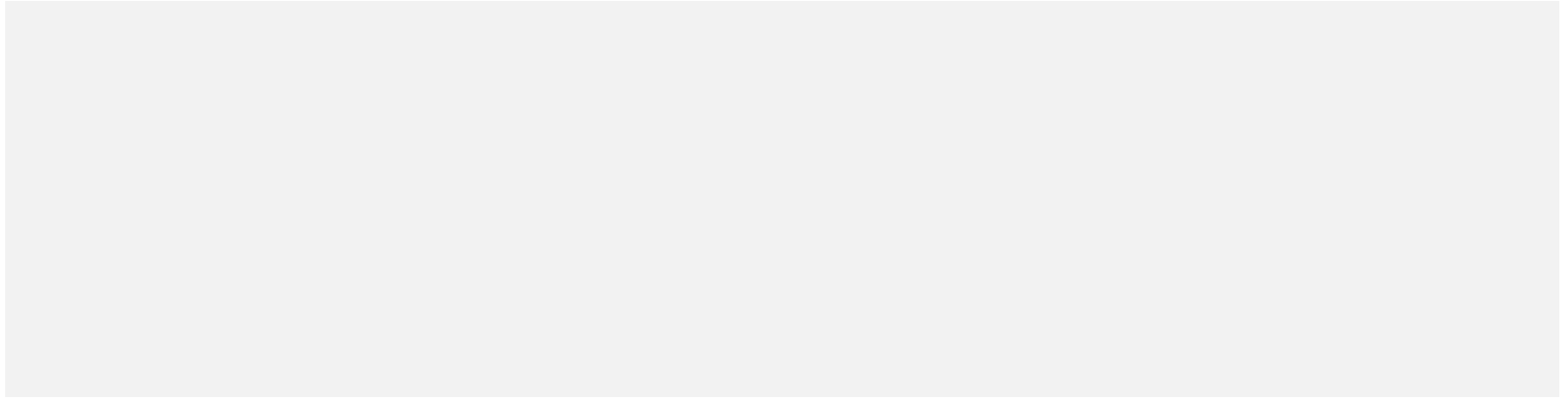
Now flip those feelings around.

- What value is being suppressed?

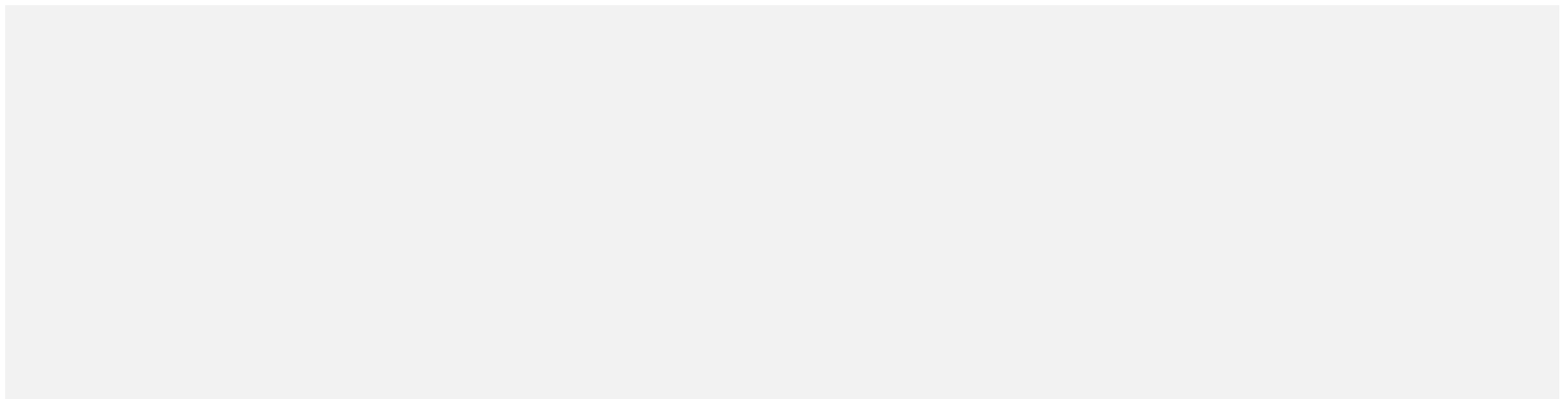


What's most important in your life?

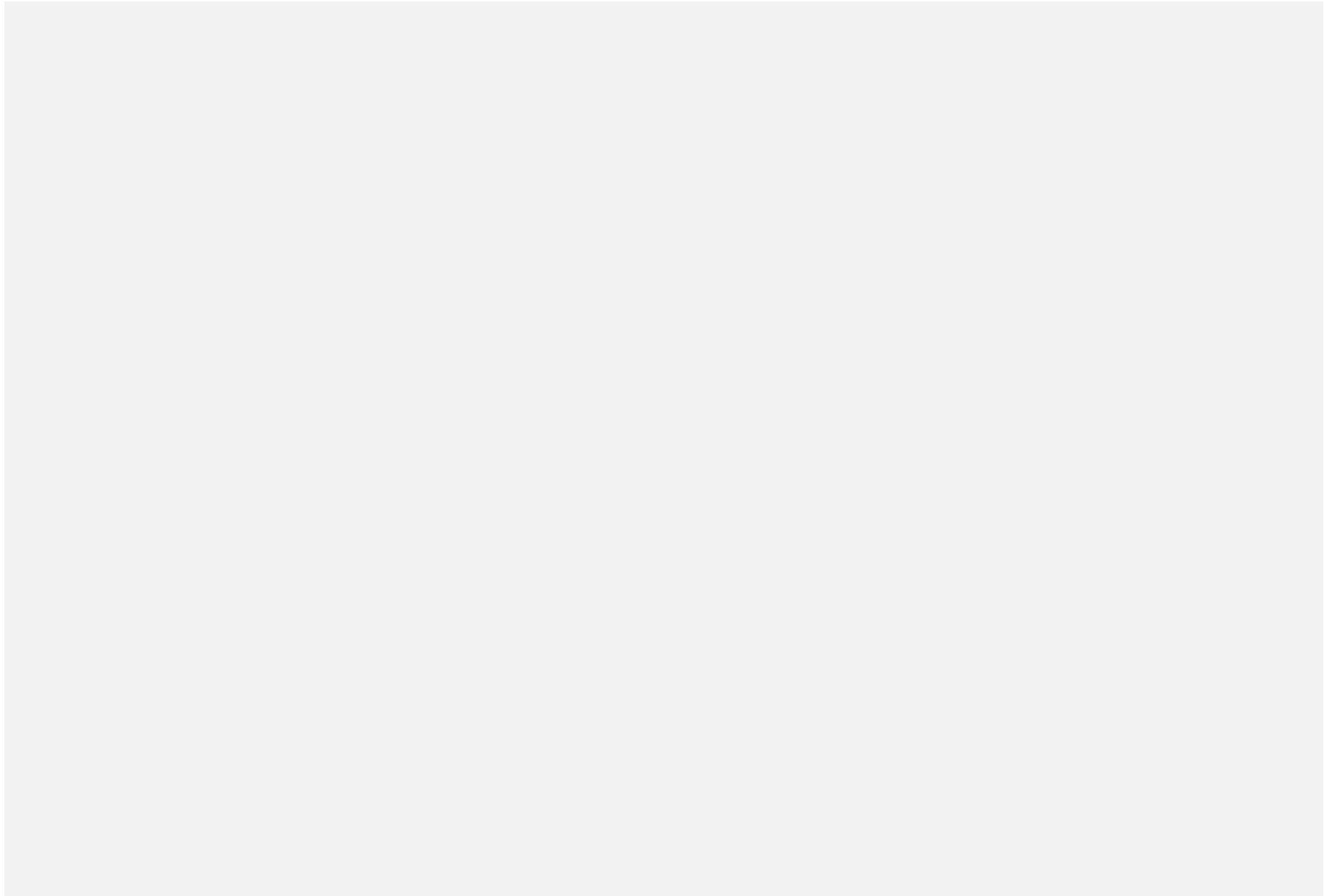
Beyond your basic human needs, what must you have in your life to experience fulfillment? Creative self-expression? A strong level of health and vitality? A sense of excitement and adventure? Being surrounded by beauty? Always learning?



What are the personal values you must honor or a part of you withers?

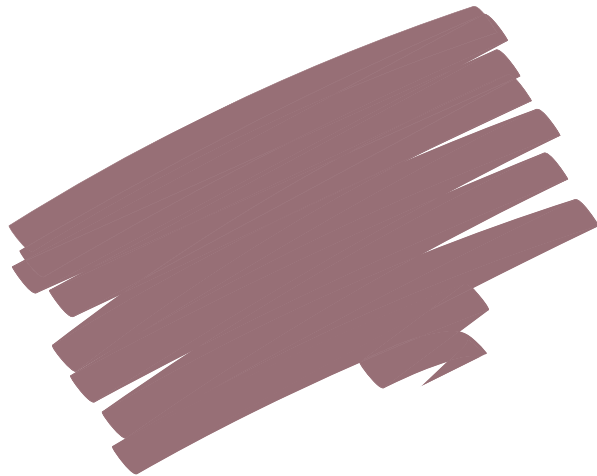
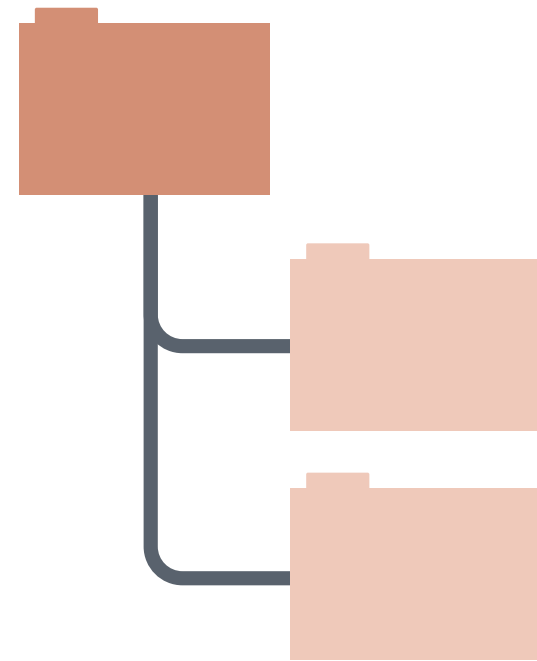


Think of someone that you deeply respect: Describe the three qualities that you most admire in this person.



Step 3: Chunk Your Values Into Related Groups

Step 2 can result in a list that is 20 to 40 values long, which is too many to consider reasonably actionable. To parse down your initial list, group similar values in whichever way seems reasonable to you. Create a maximum of five groupings and drop the least important groupings if you come up with more than five.



Step 4: Highlight the Central Theme of Each Value Group

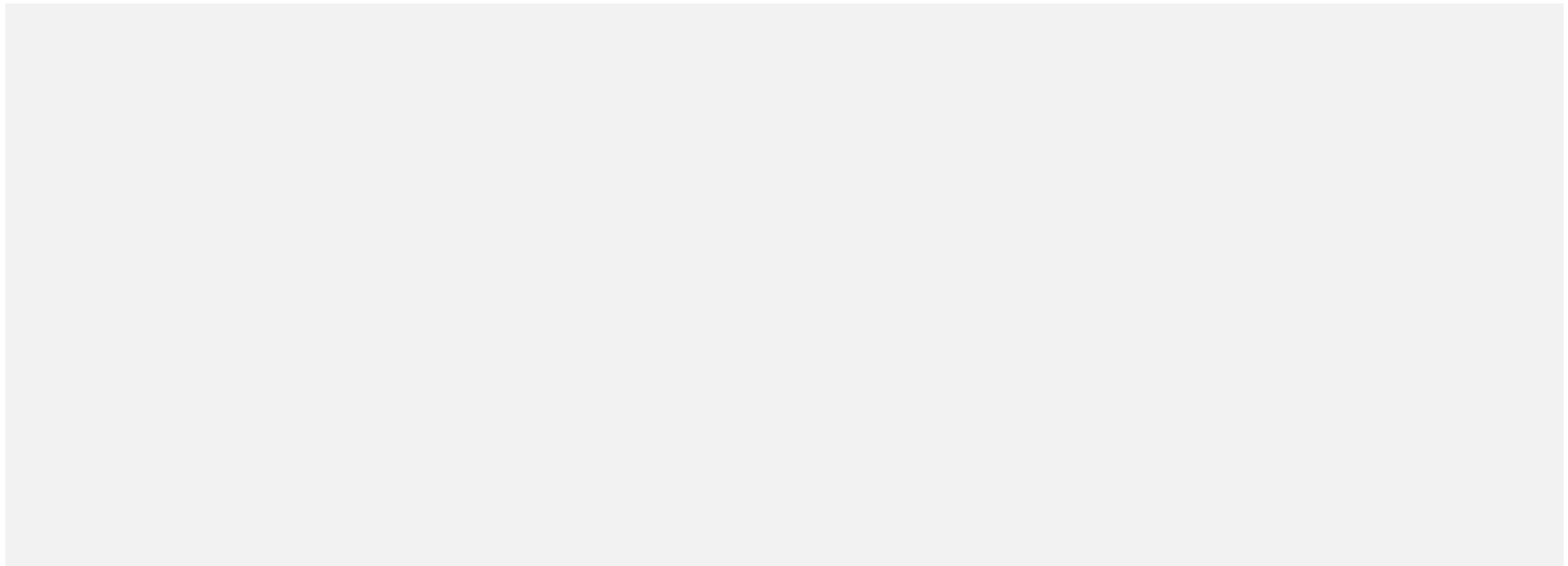
Pick one word to represent the central theme of each value group. For instance, if one grouping included honesty, transparency, integrity, candor, directness, and truth; integrity may work as a central theme.

Step 5: Determining Your Core Values

Now comes the hardest part-determining your core values. While the number of core values differs from person to person, it is generally in the range of 5-10. Consider the following questions:

- What values are essential to your life?
- What values represent your primary way of being?
- What values are essential to supporting your inner self?

Think back to the exercise of grouping and determining the central themes of your value list. Then, rank each of your values in order of importance.

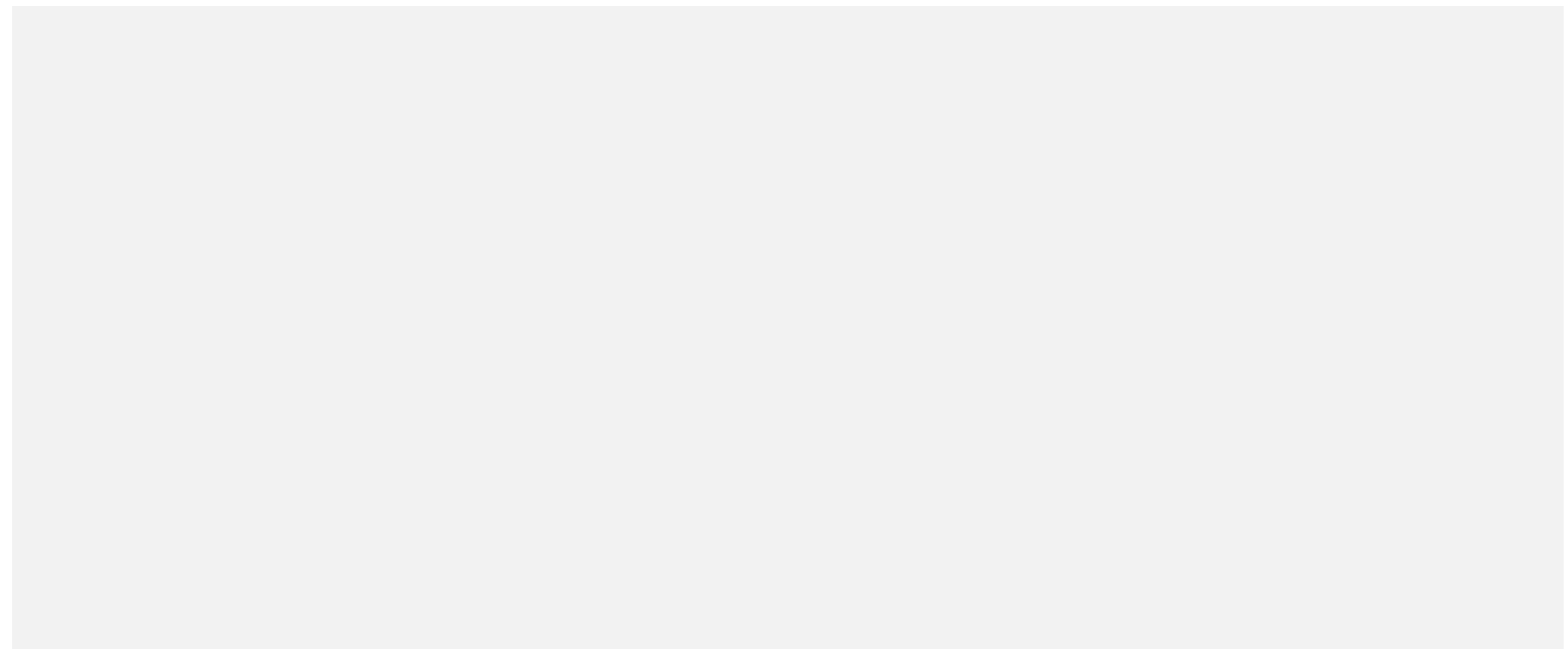


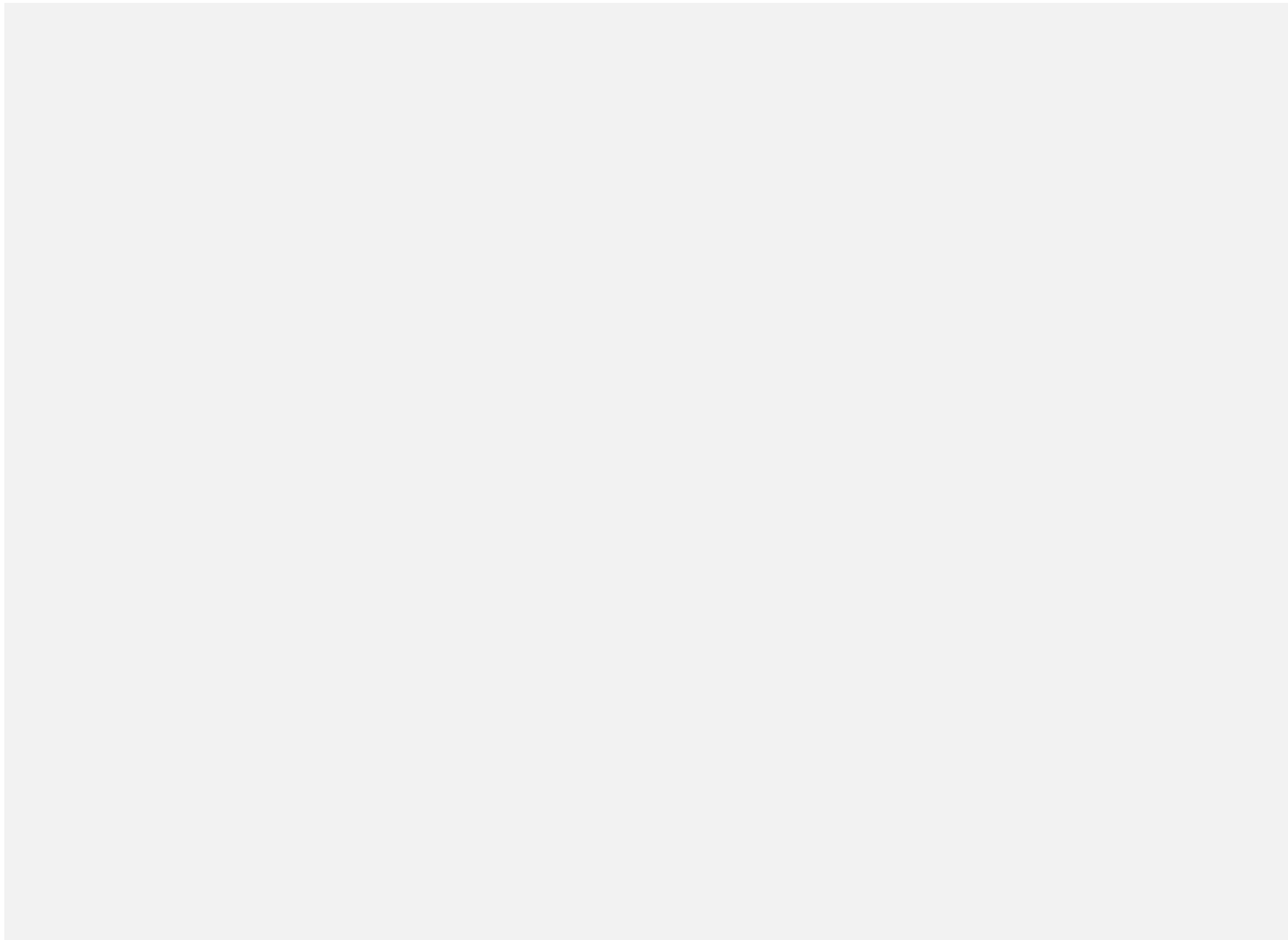
You may need to complete this step in multiple sittings. Feel free to complete an initial round of rankings, "sleep on it", and revisit them the next day.

Step 6: Translate your Your Values into Virtues

Part 1: Virtues are values in action. Use the space below to outline the beliefs and behaviors which, in your mind, support each value.

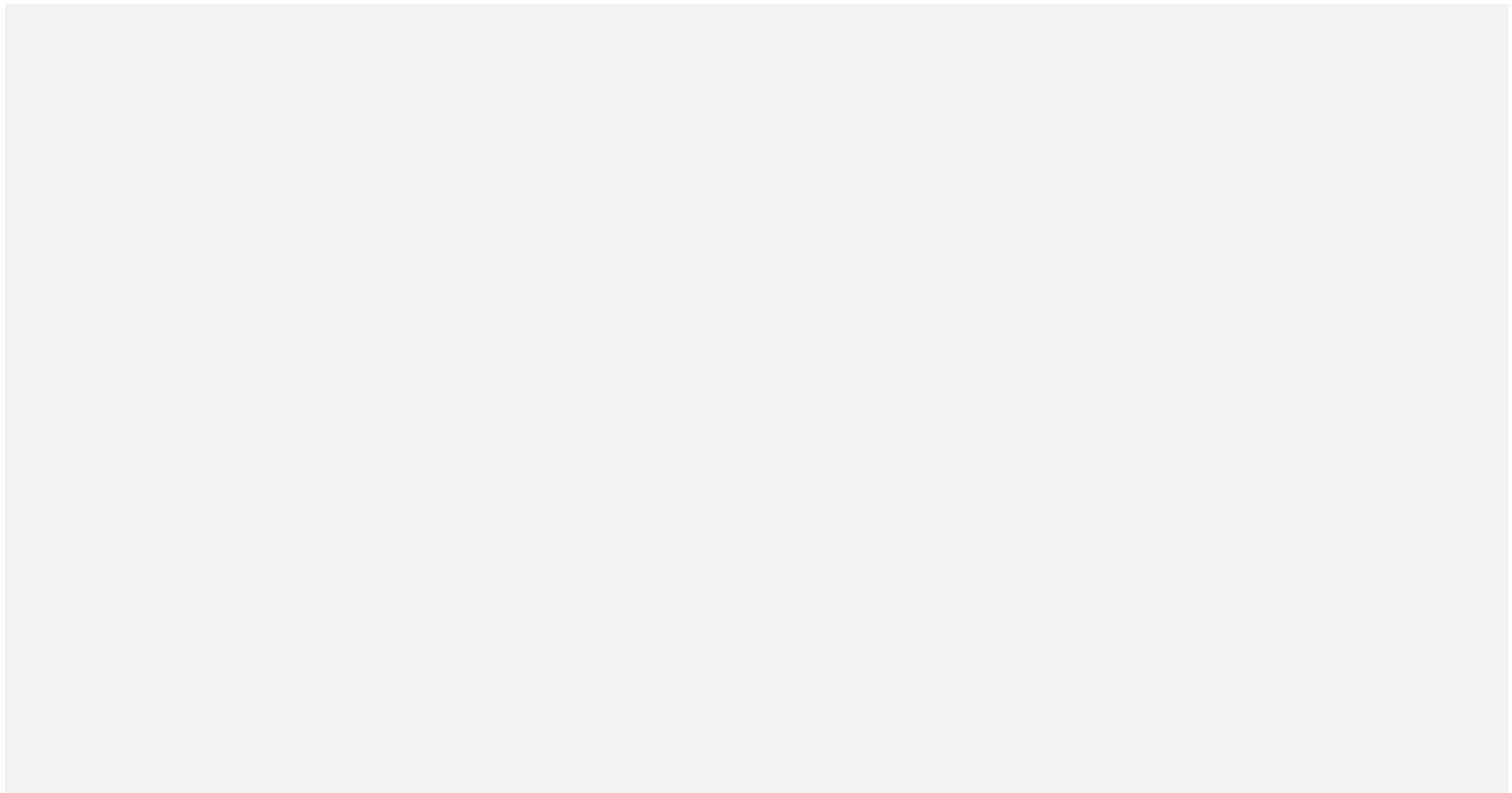
- List each core value
- Note the personal beliefs that support each value
- Note the behaviors you exhibit that support each value
- Note the behaviors you exhibit that do *not* support the value

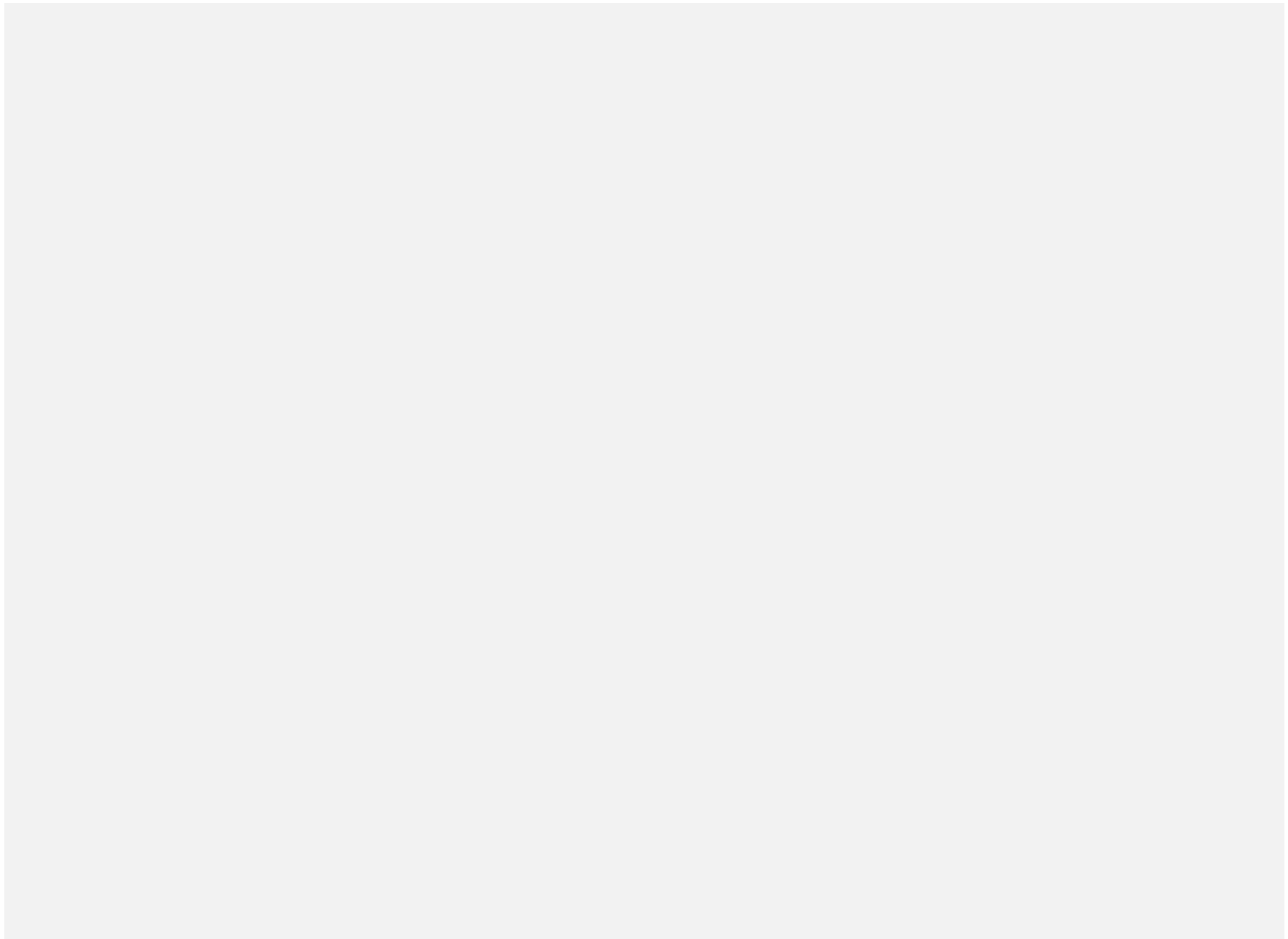


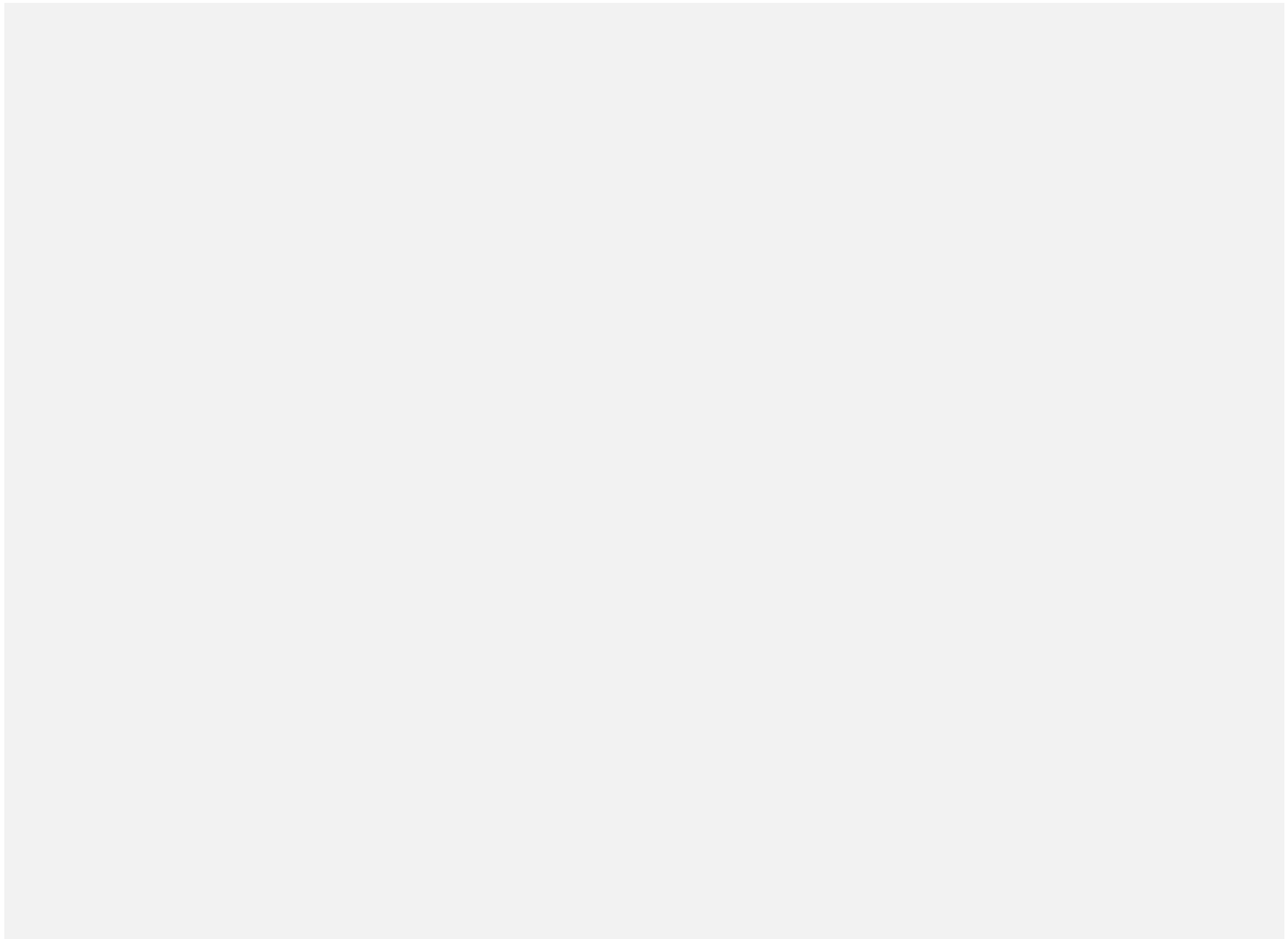


Part 2: Use the above information to develop short, memorable phrases that articulate the personal meaning behind each of your values. Craft your value statements with rich, emotional and memorable language that will help translate your values into virtues you are both able and inspired to achieve on a regular basis.

You can use the word groupings developed in Step 3 as well, to craft your value statements. For example, if health was identified as one of your core values grouped alongside energy and vitality, one of your value statements may read: “Health: to live with full vitality and energy every day.”







Step 7: Test the Ecology of Each Value

Once you've identified your list of core values and built out their related virtues, walk away from the list and revisit it the next day. Review your core values and virtues again and consider:

- ? How each item makes you feel
- ? Whether you feel they are consistent with who you are
- ? Whether they feel personal to you
- ? Whether you see any inconsistency between your values and your personal identity (i.e. whether your values belong to someone else, like an authority figure or society).
- ? Whether your values are properly ranked in order of importance

Nothing is final, so feel free to make any tweaks or changes

Step 8: Step 8: Identifying Your Purpose And Vision Statement

What are your strengths? (Refer to the Johari Window, Wheel of Energy, and Basic Needs)

What are your weaknesses? (Refer to the Johari Window, Wheel of Energy, and Basic Needs)

Note: Applying your strengths can be a source of fulfillment while personal challenges can become your causes.

What has been your most rewarding experience and what made the experience so rewarding?

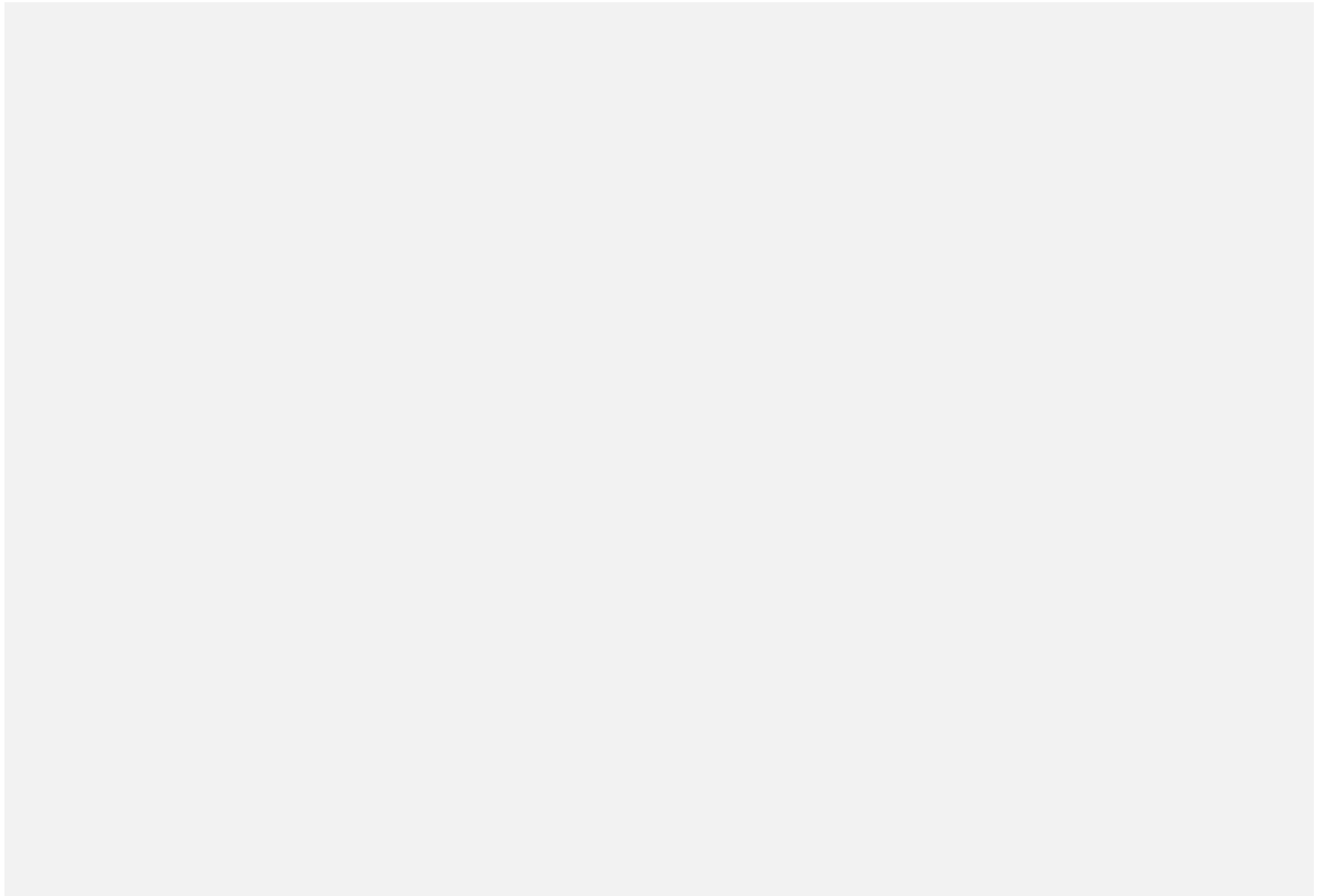
What activities do you most look forward to and why? What activities draw you into a state of flow?

Who are you at your best?

Thinking as your future self, what are the three most important lessons you have learned and why are they so critical?

What is the one sentence inscription you would like to see on your tombstone that captures who you really were in your life?

Given your reflections, what would you describe your purpose to be?



Now it's time to write your vision statement, which will concisely express what it looks like to live in your purpose. Your vision statement should be both practical and inspirational, and it should be written in the present tense as if you are already making the statement happen in your life. For example:

"To be a thrilling writer that is a companion to many."

"To be an explorer and find something wonderful to share with the world where ever I go."

"To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."

-Denise Morrison, CEO of Campbell Soup Co.

"To be a teacher. And to be known for inspiring my students to be more than they thought they could be."

- Oprah Winfrey

Some experts recommend that your vision statement be 50 words or less, but start out by using as many words as you need to articulate the vision that you have for your life, supported by your values, virtues and purpose. Your vision statement does not need to be completed in one sitting.

Write down what comes to mind now, but feel free to revisit and refine your statement as many times as you need. Keep in mind that things inevitably change with time and life experience, so your vision statement may evolve too. What's important is that you have a working vision, as opposed to no vision at all.

