



THE CEO VALUES LIST™

What Matters Must Become Visible.

Your values are not simply what you say matters. They are the standards your choices reveal when something is difficult, costly, uncertain, or inconvenient.

Know what matters. Choose accordingly. Prove it through action.

IDENTIFY YOUR CORE VALUES

Review the CEO Values List™ on Page 2.

Round 1: Select 12–15 values that immediately resonate with you.

Round 2: Narrow your selections to 8–10 values.

Final Selection: Choose the 5–6 values you are unwilling to surrender. These become your Core Values Set.

Do not choose values because they sound impressive, or because you believe someone else expects you to choose them. Choose the values you want governing your decisions and behavior: particularly when living them becomes difficult.

THE CEO VALUES TEST

Before selecting a value as one of your Core Values, ask:

- 1. Would I live this value when no one is watching?**
- 2. Would I honor this value when it costs me something?**
- 3. Can this value become visible through my behavior?**

A Core Value should be more than something you admire. It should be something capable of governing a choice.

MY CORE VALUES SET

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
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What does the way you live prove that you value?

THE CEO VALUES LIST™

Choose the values that should govern how you live, decide, lead, and act.

A – C	C – F	F – L	L – R	R – W
☐ Accountability	☐ Competence	☐ Forgiveness	☐ Learning	☐ Responsibility
☐ Adaptability	☐ Confidence	☐ Freedom	☐ Legacy	☐ Self-Expression
☐ Adventure	☐ Connection	☐ Friendship	☐ Love	☐ Self-Love
☐ Agency	☐ Consistency	☐ Generosity	☐ Loyalty	☐ Self-Respect
☐ Altruism	☐ Contentment	☐ Grace	☐ Mastery	☐ Service
☐ Ambition	☐ Contribution	☐ Gratitude	☐ Meaning	☐ Simplicity
☐ Authenticity	☐ Courage	☐ Growth	☐ Mercy	☐ Stewardship
☐ Autonomy	☐ Creativity	☐ Harmony	☐ Openness	☐ Strength
☐ Balance	☐ Curiosity	☐ Health	☐ Optimism	☐ Temperance
☐ Beauty	☐ Dependability	☐ Honesty	☐ Order	☐ Trust
☐ Belonging	☐ Dignity	☐ Hope	☐ Patience	☐ Truth
☐ Boldness	☐ Discipline	☐ Humility	☐ Peace	☐ Understanding
☐ Calm	☐ Discovery	☐ Ingenuity	☐ Perseverance	☐ Unity
☐ Care	☐ Duty	☐ Initiative	☐ Presence	☐ Vision
☐ Citizenship	☐ Empathy	☐ Integrity	☐ Prosperity	☐ Vulnerability
☐ Collaboration	☐ Equality	☐ Joy	☐ Purpose	☐ Well-Being
☐ Collectiveness	☐ Excellence	☐ Justice	☐ Reliability	☐ Wisdom
☐ Commitment	☐ Fairness	☐ Kindness	☐ Resilience	☐ Wonder
☐ Community	☐ Faith	☐ Knowledge	☐ Resourcefulness	☐ Worthiness
☐ Compassion	☐ Family	☐ Leadership	☐ Respect	