

<input type="checkbox"/> Achievement/Drive	<input type="checkbox"/> Discovery	<input type="checkbox"/> Intimacy	<input type="checkbox"/> Quality Relationships
<input type="checkbox"/> Adaptability	<input type="checkbox"/> Ecological Awareness	<input type="checkbox"/> Involvement	<input type="checkbox"/> Rational
<input type="checkbox"/> Adding Value	<input type="checkbox"/> Economic Security	<input type="checkbox"/> Job Tranquility	<input type="checkbox"/> Receptivity
<input type="checkbox"/> Advancement and Promotion	<input type="checkbox"/> Effectiveness	<input type="checkbox"/> Joy	<input type="checkbox"/> Recognition (respect from others, status)
<input type="checkbox"/> Adventure	<input type="checkbox"/> Efficiency	<input type="checkbox"/> Justice	<input type="checkbox"/> Reliability
<input type="checkbox"/> Aesthetic	<input type="checkbox"/> Ethical Practice	<input type="checkbox"/> Kindness	<input type="checkbox"/> Religion
<input type="checkbox"/> Affection (love and caring)	<input type="checkbox"/> Empathy	<input type="checkbox"/> Knowledge	<input type="checkbox"/> Reputation
<input type="checkbox"/> Affinity	<input type="checkbox"/> Endurance	<input type="checkbox"/> Leadership	<input type="checkbox"/> Resolution
<input type="checkbox"/> Aliveness	<input type="checkbox"/> Energy	<input type="checkbox"/> Learning	<input type="checkbox"/> Resolve
<input type="checkbox"/> Arts	<input type="checkbox"/> Enthusiasm	<input type="checkbox"/> Leverage	<input type="checkbox"/> Resourcefulness
<input type="checkbox"/> Articulate	<input type="checkbox"/> Environment	<input type="checkbox"/> Life	<input type="checkbox"/> Respect
<input type="checkbox"/> Attractiveness	<input type="checkbox"/> Equality	<input type="checkbox"/> Location	<input type="checkbox"/> Responsibility and accountability
<input type="checkbox"/> Authenticity	<input type="checkbox"/> Excellence	<input type="checkbox"/> Love	<input type="checkbox"/> Security
<input type="checkbox"/> Awareness	<input type="checkbox"/> Excitement	<input type="checkbox"/> Loyalty	<input type="checkbox"/> Self-determinism
<input type="checkbox"/> Beauty	<input type="checkbox"/> Expertise	<input type="checkbox"/> Making a difference	<input type="checkbox"/> Self-Respect
<input type="checkbox"/> Bliss	<input type="checkbox"/> Expression	<input type="checkbox"/> Market Position	<input type="checkbox"/> Sensitivity
<input type="checkbox"/> Caring	<input type="checkbox"/> Fairness	<input type="checkbox"/> Meaningful Work	<input type="checkbox"/> Sensuality
<input type="checkbox"/> Certainty	<input type="checkbox"/> Fame	<input type="checkbox"/> Mentorship	<input type="checkbox"/> Serenity
<input type="checkbox"/> Challenging Problems	<input type="checkbox"/> Family	<input type="checkbox"/> Meditation	<input type="checkbox"/> Sharing
<input type="checkbox"/> Change and Variety	<input type="checkbox"/> Fast Living	<input type="checkbox"/> Merit	<input type="checkbox"/> Simplicity
<input type="checkbox"/> Charisma	<input type="checkbox"/> Fast-Paced Work	<input type="checkbox"/> Money/Making Money	<input type="checkbox"/> Sophistication
<input type="checkbox"/> Charity	<input type="checkbox"/> Financial Gain	<input type="checkbox"/> Music	<input type="checkbox"/> Soul
<input type="checkbox"/> Cheerfulness	<input type="checkbox"/> Flexibility	<input type="checkbox"/> Nature	<input type="checkbox"/> Spirit
<input type="checkbox"/> Chivalry	<input type="checkbox"/> Focus	<input type="checkbox"/> Nurturing	<input type="checkbox"/> Spiritual
<input type="checkbox"/> Clarity	<input type="checkbox"/> Forgiveness	<input type="checkbox"/> Open and Honest (i.e. being around people who are)	<input type="checkbox"/> Spontaneity
<input type="checkbox"/> Close Relationships	<input type="checkbox"/> Freedom	<input type="checkbox"/> Openness	<input type="checkbox"/> Stability
<input type="checkbox"/> Coaching	<input type="checkbox"/> Friendship	<input type="checkbox"/> Order (tranquility, stability, conformity)	<input type="checkbox"/> Strength
<input type="checkbox"/> Commitment	<input type="checkbox"/> Fun	<input type="checkbox"/> Partnership	<input type="checkbox"/> Status
<input type="checkbox"/> Communication	<input type="checkbox"/> Giving	<input type="checkbox"/> Passion	<input type="checkbox"/> Success
<input type="checkbox"/> Community	<input type="checkbox"/> Gratitude	<input type="checkbox"/> Patience	<input type="checkbox"/> Supervising Others
<input type="checkbox"/> Companionship	<input type="checkbox"/> Growth	<input type="checkbox"/> Peace	<input type="checkbox"/> Synergy
<input type="checkbox"/> Compassion	<input type="checkbox"/> God	<input type="checkbox"/> Perception	<input type="checkbox"/> Team/Teamwork
<input type="checkbox"/> Competence	<input type="checkbox"/> Happiness	<input type="checkbox"/> Perseverance	<input type="checkbox"/> Technology
<input type="checkbox"/> Competition	<input type="checkbox"/> Having a Family	<input type="checkbox"/> Personal Growth & Development (living up to the fullest potential)	<input type="checkbox"/> Tenderness
<input type="checkbox"/> Confidence	<input type="checkbox"/> Health	<input type="checkbox"/> Physical Challenge	<input type="checkbox"/> Time Freedom
<input type="checkbox"/> Congruence	<input type="checkbox"/> Heart	<input type="checkbox"/> Playfulness	<input type="checkbox"/> Togetherness
<input type="checkbox"/> Connection	<input type="checkbox"/> Helping Other People	<input type="checkbox"/> Pleasure	<input type="checkbox"/> Travel
<input type="checkbox"/> Conscientiousness	<input type="checkbox"/> Helping Society	<input type="checkbox"/> Power and Authority	<input type="checkbox"/> Trust
<input type="checkbox"/> Considerate	<input type="checkbox"/> Honesty	<input type="checkbox"/> Presence	<input type="checkbox"/> Trustworthiness
<input type="checkbox"/> Contribution	<input type="checkbox"/> Honor	<input type="checkbox"/> Privacy	<input type="checkbox"/> Truth
<input type="checkbox"/> Conviction	<input type="checkbox"/> Humility	<input type="checkbox"/> Probability	<input type="checkbox"/> Unity
<input type="checkbox"/> Cooperation	<input type="checkbox"/> Humor	<input type="checkbox"/> Productivity	<input type="checkbox"/> Value
<input type="checkbox"/> Courage	<input type="checkbox"/> Inclusive	<input type="checkbox"/> Public Service	<input type="checkbox"/> Vigor
<input type="checkbox"/> Courteousness	<input type="checkbox"/> Independence	<input type="checkbox"/> Purity	<input type="checkbox"/> Vision
<input type="checkbox"/> Creativity	<input type="checkbox"/> Influencing Others	<input type="checkbox"/> Purpose	<input type="checkbox"/> Vitality
<input type="checkbox"/> Decisiveness	<input type="checkbox"/> Inner Harmony	<input type="checkbox"/> Quality	<input type="checkbox"/> Vulnerability
<input type="checkbox"/> Democracy	<input type="checkbox"/> Inspiration		<input type="checkbox"/> Wealth
<input type="checkbox"/> Dependability	<input type="checkbox"/> Integrity		<input type="checkbox"/> Wisdom
<input type="checkbox"/> Discernment	<input type="checkbox"/> Intellectual Status		
	<input type="checkbox"/> Intelligence		
	<input type="checkbox"/> Intention		

On a separate document, please define those 7 to 11 values that define who you are along with a sentence after each. (Please use the long list of values at the end of this document to help you). Once you've completed this exercise, look for ways to implement this list into your life by making decisions that align with these values. Examine how you can pursue true opportunities as opposed to distractions. By carefully determining your values and applying them to your daily decision-making "process", you will begin to understand the long term implications of VBDM.

Here is a sample list of personal values for you to use as a guide in completing this part of the exercise:

My Personal Values Are....

Family: My family is my personal foundation. I cherish my time with my spouse and family and look for opportunities to grow with them.

Powerful Relationships & Teamwork: I seek opportunities to grow and nurture strong, loving relationships with quality individuals, and I know I will get further when I foster teamwork.

Leadership/Mentoring/Coaching: Leadership is the most important attribute of success. I seek like-minded mentors, colleagues, and employees. I enjoy both opportunities to mentor and coach others as well as being mentored and coached myself.

Achieving Big Things/Solving Complex Problems: I look to achieve very large goals. I continually refine my ability to solve complex problems.

Physical & Spiritual Well-Being: I maintain healthy practices including diet, exercise, meditation, and the avoidance of things that may damage my health.

Adding Value: I enjoy adding value wherever I can by making things produce more and run more efficiently from businesses to non-profits to families.

On a separate document, please define other areas of your life that you may want to create a list of values from which to make decisions. Here are some examples to spur your creativity:

- | | |
|--|-----------------|
| A. Family Values | E. _____ |
| B. Parenting Values | F. _____ |
| C. Social Life Values | G. _____ |
| D. Values on where to invest your money | H. _____ |

On a separate document, please determine those 5 to 8 values that most closely define your company (even if you are a one-person operation, or if you have not yet started) along with a sentence after each.

A key approach to determining your company's values is to ask your key employees, vendors, clients, etc. to check off the 7 values (from the values list at the end of this module) that are most closely aligned with your ideal employee (real or imagined). The values that your best employees fully embrace ARE the values of your company.