

Take the time to reflect and answer the following questions:

► What do we care about most in our business?

Consider the list below and CIRCLE your top 10 values, or add to the list if one of your own values is not represented:

- |           |           |             |            |              |                    |
|-----------|-----------|-------------|------------|--------------|--------------------|
| Teamwork  | Leverage  | Profit      | Scale      | Success      | Growth             |
| Quality   | People    | Leadership  | Customers  | Winning      | Solutions          |
| Competing | Employees | Thriving    | Suppliers  | Surviving    | Strategic Partners |
| Belief    | Delight   | Improvement | Empower    | Talent/Skill | Systems            |
| Build     | Processes | Create      | Excellence | Develop      | Superiority        |
| Diversity | Benefits  | Innovate    | Freedom    | Trust        |                    |

Other:

Once you have circled your Top 10, list them IN ORDER OF IMPORTANCE to you:

- |    |                      |     |                      |
|----|----------------------|-----|----------------------|
| 1. | <input type="text"/> | 6.  | <input type="text"/> |
| 2. | <input type="text"/> | 7.  | <input type="text"/> |
| 3. | <input type="text"/> | 8.  | <input type="text"/> |
| 4. | <input type="text"/> | 9.  | <input type="text"/> |
| 5. | <input type="text"/> | 10. | <input type="text"/> |

For each word, create a unique phrase or definition that reflects how you feel about that Value.

Reflect on this list over time, refine, re-order, edit and expand as needed.