



**VALUES:** *the social principles, goals or standards held or accepted by an individual, class, society, etc.*

**VALUES** *are like stars; you will not succeed in touching them with your hands. Instead, you choose them as your guides, and follow them to reach your destiny.*

One study of the CEO's of the Fortune 500 companies revealed that their number one asset was their integrity. Members of the Harvard Business School graduating Class of 1949, which is recognized as being the most outstanding class in the school's history, almost unanimously stated that their ethics, values and commitment to being morally sound with their families were the prime reasons for their success. This study of top-level executives also reveals that 93% of them have a high energy level. Less than 10% of them smoke, 90% of them exercise regularly, and virtually all of them know their cholesterol levels. The benefits of physical fitness are great. ---- *Something to Smile About* by Zig Ziglar

# VALUES

from Daniel Goleman's Book

## Working with Emotional Intelligence

**Accurate Self-Assessment:** Before you can lead others, before you can help others, you have to discover yourself. If you want creative explosion to take place, if you want the kind of performance that leads to truly exceptional results, you have to be willing to embark on a journey that leads to an alignment between your personal values and aspirations and the values and aspirations of the company you work for.

**Self-Awareness** offers a sure rudder for keeping our career decisions in harmony with our deepest values. If there is a discrepancy between action and value, the result will be uneasiness in the form of guilt or shame, deep doubts or nagging second thoughts, queasiness or remorse, and the like. Such uneasiness acts as an emotional drag stirring feelings that can hinder or sabotage our efforts. Choices made in keeping with our inner rudder, on the other hand, are energizing.

**Self-Awareness** in itself is an invaluable tool for change, especially if the need to change is in line with the person's goals, sense of mission, or basic values—including the belief that self-improvement is good. Stars know themselves well.

Our values translate into what has emotional power or resonance for us, whether negative or positive. Align work with personal values and goals to build **self-awareness**, if not aligned our bodies send us messages in the form of chronic headaches, lower back pain, anxiety attacks telling us that something is amiss.

We paint the self-portrait that we call our character by our values and actions. We can choose to paint that portrait in the pale watercolors of shallow successes and short-lived pleasures or in the deep, rich oils of honor, integrity, peace of mind and self-respect. The enduring impact of our choices is not what we get, but what we become. Manage your choices and you will manage your life.

**Life is full of choices.** Many don't require serious forethought because they're not important – like your choice of what to wear to school today. In such cases, it's safe to rely on impulses and preferences. Not so for decisions that have potentially momentous consequences including choices about whether to cheat, experiment with drugs, lie to a parent or engage in sexual conduct. Similarly, choices about whether to study for a test, cut school, lie to avoid an unpleasant consequence, talk back to a teacher or quit a job can have serious and lasting impact.

**If you want to improve your life, start by paying serious attention to serious choices.**

The simple rule is: The greater the potential consequences, the greater the need for careful decision making. **Make sure you are making decisions that align with your values.** Decisions are important when:

- 1) serious physical or emotional injury may result
- 2) an important relationship can be damaged
- 3) your reputation or credibility can be undermined
- 4) a wrong choice could endanger important long-term goals

When the stakes are high, be careful, clarify your goals, collect your facts, develop options and think about all the possible consequences of your action for everyone affected by it.

**Our choices reveal our character, but more importantly they shape our character.** Thus, the more aware we become of the choices we make every single day – choices about our attitudes, words, actions and reactions – the more power we have over our own destiny.

# Define Your Values

Values represent the very essence of what's most important to us in life. They signify those things that you must have in your life in order to be your best.

Are your values being expressed in your life?

If not, how would your life be different if they were?

## Take Action! Identify Your Essential Values

**Circle the words that reflect your Values:**

Accomplish	Citizenship	Fairness	Inform	Quality
Adventure	Courage	Family	Inspire	Responsible
Assist	Dependable	Freedom	Integrity	Respect
Be Accepting	Design	Fun	Laugh	Sincere
Be Aware	Direct	Grace	Learn	Support
Be Joyful	Distinguish	Gratitude	Love	Thoughtful
Be Sensitive	Dream	Have Fun	Move Forward	To Teach
Build	Educate	Health	Prepare	Trustworthy
Capable	Encourage	Honest	Patient	Understand
Calm	Energize	Humor	Peaceful	Unique
Coach	Enjoy	Imagination	Persevere	Plan
Compassionate	Excellence	Improve	Open Minded	Prepare
Caring	Explain	Influence		

# Values and Mission Statement

**Now select only six of the words you circled that reflect your values:**

Are you making your choices based on your values?

Are your values being expressed in your life?

If not, how would your life be different if they were?

Develop a mission statement and motto using some or all of your value words. (The mission statement provides a clear view of what you are trying to accomplish. It reflects your values, unique talents, skills, and contributions – why you do what you do. A thoughtful mission statement provides strategic direction.)

Questions to answer when trying to develop your mission statement:

1. What is important to you?
2. Who is important to you?
3. What are you going to do about it?

**Write your mission statement here.** (Example - Jackie Jacobi's Mission:

My mission is to provide the information and resources individuals need to make educated and informed business and financial decisions.)

**Write your motto here.** (Example - Jackie Jacobi's Motto: Success comes through courage.)

# Daniel H. Pink, Author

[www.danpink.com](http://www.danpink.com)

Three Book Reviews by Jackie Jacobi

**Drive:** After years of studying human behavior Daniel Pink has written *Drive* to explain how intrinsic motivation is driving the 21<sup>st</sup> Century High Performance professional. Intrinsic motivation is the desire to do things because they matter, because you like it, because it is interesting to you, and because you are part of something important. This new operating system is important for individual careers as well as businesses and it revolves around three elements:

1. Autonomy – the urge to direct our own lives.
2. Mastery – the drive to get better and better at something that matters.
3. Purpose – the urging to do what we do in the service of something larger than ourselves.

**A Whole New Mind:** In this book Daniel Pink explains that it will be the right side of our brain that will move the future world of work. Why? Because we are now moving into the *Conceptual Age*. What's that you say? Let's look back at how the world of work has evolved in America.

1. Agricultural Age (farmers)
2. Industrial Age (factory workers)
3. Information Age (knowledge workers)
4. Conceptual Age (creators and empathizers)

Pink references the triple **A** prevailing trends pointing towards the future of business and the economy: **A**bundance (consumers have too many choices, nothing is scarce), **A**sia (everything that can be outsourced, is) and **A**utomation (computerization, robots, technology, processes). This brings up three crucial questions for the success of any business:

1. Can a computer do it faster?
2. Is what I'm offering in demand in an age of abundance?
3. Can someone overseas do it cheaper?

The world of work is now shifting from the work done predominantly by the left side of our brains to the right side. Traditionally, much of what occurs in formal education is within the realm of the left hemisphere. **Conceptual Thinking** is the ability to identify patterns or connections between situations that are not obviously related, and to identify key or underlying issues in complex situations. It includes using creative, conceptual or inductive reasoning to define novel concepts.



Pink outlines six essential senses to develop:

1. *Design* – everything is a product of a design decision. Designs move the idea beyond its function to engage the senses (see, hear, smell, taste).
2. *Story* – narrative added to products and services, everyone sees the world differently, what is your story and will consumers respond to it?
3. *Symphony* – adding invention and big picture thinking. Seeing the big picture and being able to connect the dots to combine things to make something new. This is the best predictor of star performers in the work place.
4. *Empathy* – going beyond logic and engaging emotion and intuition. Being able to see things through others eyes.
5. *Play* – bringing humor and light-heartedness to business and products. Be happy and its okay to play creative brain developing computer games.
6. *Meaning* - the purpose of life is the journey, find your purpose and discover how to live your best life.

# **The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need**

Daniel Pink introduces you to Johnny Bunko (bunko – to make a mistake from which the benefits of what you've learned exceed the costs of the screw-up). Johnny did what everybody – parents, teachers, counselors – told him to do. But now, stuck in a dead-end job, he's begun to suspect that what he thought he knew is just plain wrong. It takes Diana, the strangest career advisor he's ever met, to reveal the six essential lessons for thriving in the world of work. Diana says she has been hanging around offices for fifty years, and she has seen some people succeed and others totally flop. And she has figured out the most important lessons of a satisfying, successful career.

- 1. There is no plan** – you can't sit here at age 16 or 21 or even 41 or 51 and map it all out because 40% to 60% of the jobs available in 2015 and beyond *do not currently exist*. **You can plan to be a life-long, self-motivated, self-paced web based learner.**
- 2. Think strengths, not weaknesses** – research has found that the key to success is to steer around your weaknesses and focus on your strengths. Successful people don't try too hard to improve what they're bad at. They capitalize on what they're good at.
- 3. It's not about you** – the most successful people improve their lives by improving other's lives. They help their customer solve its problem. They give their client something it didn't know it was missing. That's where they focus their energy, talent, and brainpower. The most valuable people in any job bring out the best in others. They make their boss look good. They help their teammates succeed.
- 4. Persistence trumps talent** – the people who achieve the most are often the ones who stick with it when others don't. That's why intrinsic motivation is so important. Doing things not to get an external reward like money or a promotion, but because you simply like doing it. The more intrinsic motivation you have, the more likely you are to persist. The more you persist, the more likely you are to succeed.
- 5. Make excellent mistakes** – too many people spend their time avoiding mistakes. They're so concerned about being wrong, about messing up, that they never try anything, which means they never do anything. Their focus is avoiding failure. But that's actually a crummy way to achieve success. The most successful people make mistakes – why? They're trying to do something big. But each time they make a mistake, they get a little better and move a little closer to excellence.
- 6. Leave an imprint** – think about your purpose and recognize your life isn't infinite, and that you should use your limited time here to do something.

