

CORE VALUES

UNCOVERED

LIVE IN THE SWEET SPOT BY
REVEALING WHAT MATTERS

JEANNETTE MAW



Core Values Uncovered

Live in the Sweet Spot By Revealing What Matters

By Jeannette Maw

"Where is your Self to be found? Always in the deepest enchantment that you have experienced." - Hugo von Hofmannsthal

"He who knows others is learned; he who knows himself is wise." Lao Tzu

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Introduction

Next to a strong practice of self-love, I believe the best gift we can give ourselves is honoring our core values.

That's because when we honor our values, we create an exceptional state of alignment. And conscious creators know alignment is the name of the game.

But most people don't know what a core value is or why it matters. Let alone how to identify and then live them.

That's what I'd like to remedy with you today.

So give me just a few minutes of your attention and you'll have a whole new advantage in living happily ever after ...

What a Core Value Is

Values represent what matters to you in life. It's what you hold most dear.

And your *core* values are the things that matter most. In fact, it's what makes you who you are. They are so important to who you are that without them you wouldn't be you.

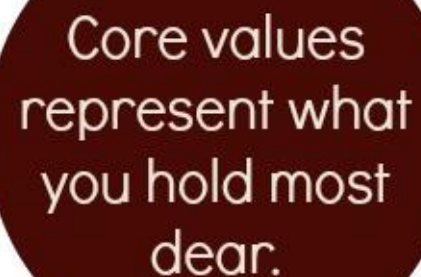
That's how key your core values are.

You could think of your core values as a compass pointing to your true self.

And they're potentially different for each of us. Sort of like snowflakes – no one has the exact same combination of core values as you do.

That makes you very unique, but it also means that you can't follow anyone else's lead through life and expect to experience the same level of fulfillment.

Because what matters to one person doesn't necessarily ring another's bell.



Core values
represent what
you hold most
dear.

Values can be feelings or experiences, states of being or ways of moving through life. They can be verbs or nouns or adjectives – it's really just whatever matters most to you.

Some of the values I often see in the clients I work with include Connection, Freedom, Harmony, and Growth. Family, Integrity, and Humor are examples of other values.

Most coaches say we each have between 6 and 10 core values. Some say more, some say less. Don't worry about an exact number. It'll make itself clear to you as you go through this exercise.

Another thing to know about values is that they **can sometimes be mistaken for needs**.

Here's how to know the difference:

A need goes away once it's satisfied. A value remains even when you're honoring it.

That's not to say that a person's values can't change over time. Sometimes they do.

But it's not the same as fulfilling a need.

For example, I might have a need for money right now, but once that need was met, I'd likely turn my attention to other things. Unless I'm someone who really gets into money. In which case I'd be into it no matter how much I had. (I wonder if Money is a value for Donald Trump?)

Oh, that brings up another thing – there's nothing helpful in judging another's values. It'd be like judging someone for being a brunette or having blue eyes. It might not be your cup of tea, but it is someone else's, so don't make light of it just because you don't get it. To someone else it fits perfectly.

Are you getting a feel for what we're talking about here?

The ultimate litmus test for whether something is truly a core value is that if you couldn't experience it, you'd rather opt out of life.



When you're not living your values, you don't feel right with the world.

That sounds like an extreme way to think about it, but I just imagine it as a consult with God before choosing whether to incarnate or not. If God said, “Ok, here’s the gig we have for you – riches, fame, fortune, love everywhere you turn, but you have to do it in a concrete city with no animals or access to nature.” I’d know instantly that this was not a life I would choose. I don’t care how good the rest of it is, without access to nature I’ll skip it, thank you very much.

But if God said, “Hey, I’ve got a great one lined up for you, Jeannette. You’ll have wonderful friends and family, great health, satisfying work, but the thing is, you’ll have no sense of humor.” You know what? That’s not a deal breaker for me. Because while I enjoy humor it isn’t something so central to who I am that without I would pass.

Know what I mean? We’re looking for the elements of life that are so important to you they comprise who you are.

Okay, let’s cover why core values are so helpful to know ...

Why Core Values Matter

Core values are important because when we aren’t expressing or experiencing our values, we don’t feel like our true selves.

It feels like something’s off, or that life is falling short. Everything else could look wonderful on the outside but if we’re missing out on one or more of our core values, it’s wearing. Like nails on a chalkboard or the princess sleeping on a pea.

Life just won’t feel right if we’re not living our core values.

However, when we are living our values, holy moly – it’s like stepping into the zone! Life feels fabulous and we know fulfillment and satisfaction like never before!

It’s like living in the sweet spot.

And if you’ve never done this, you are really going to like it.

Because living your values allows you to be the best version of You.



Without them, you're a hollow version of yourself. With them, you feel like you're on top of the world right where you belong.

In fact, that's why many life coaches do this work first with any new client. Feeling successful in life isn't likely to happen if we aren't living what matters to us.

Long story short, when you live your values, you feel more You. It's what helps you be your best self.

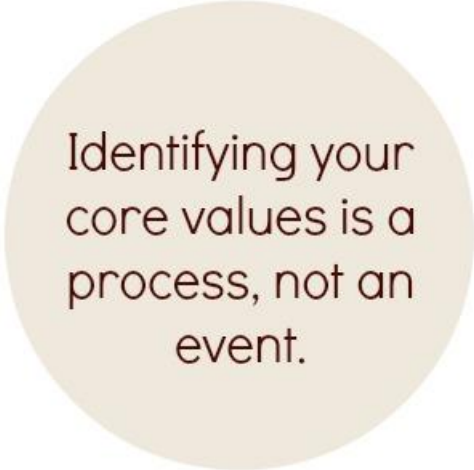
And to conscious creators, that translates to alignment - to feeling good.

We know that feeling good is the key to allowing all our desires to manifest.

So that's one good reason already to give your values some attention.

But the other is that it just plain feels good to live your values. I don't want you to take my word for it, though. I want you to experience it for yourself.

Let's cover how to do that ...



Identifying your core values is a process, not an event.

How to Identify Core Values

There are different ways to recognize what your core values are. I'll share two of my favorites here.

The most common method for identifying core values is to **pick them from a list**.

This is where you review a long list of potential values and make note of the ones that jump out at you or that you feel some sort of draw to. Make a note of whatever words get your attention, and then narrow down that short list to the half dozen or so that feel most important.

I'll expand on that process shortly, but before you engage it you should know that some coaches believe this is not the best way to identify values. That's because some people end up choosing what they *think* their values should be, rather than what they really are.

For example, a lot of parents feel like they should choose 'family' as a core value. ("After all," some might think, "what kind of parent doesn't think their kids matter most?")

But remember our ultimate litmus test (that without this, we wouldn't want to be here). In reality Family is not a given value for all family members. Remember, no judging. Yourself included.

Or another example is 'honesty.' A bunch of people pick that one even though it doesn't really deserve a spot on most people's top ten list.

I actually did have a friend who legitimately had honesty as a core value. But you don't run across it that often.

So some will say choosing from the list has its drawbacks. But having said that, many people find there is something rather magical about reviewing a list of potential values.

Many experience it as certain words lighting up on the page for them. Like they feel very drawn to certain words. Or they feel a resonance with the word when their eyes light on it.

So I believe there can be some value in using the list approach.

But I especially like using it in conjunction with the other method for identifying core values that we'll cover next.

Before we do, though, let me point out that you'll **find a values list at the end of this paper**. It's not exhaustive, but it's got plenty to help you start the identification process.

Here's how you would do that:

Choosing from the List

Review the list and see which words resonate for you. (Remember you are looking for values, not needs or desires.)

Underline or jot down any words that jump out at you or catch your attention.

Once you've gone through the list and you have your own words underlined or written down, then start narrowing them down until you have a half dozen or so of the values most important to you. Whatever you're left with is your core values list.

One way to narrow down your list is by comparing two values to each other and asking which one is most important. Like, if you could only choose one, which would it be?

If you have a matchup that is impossible to choose between, keep both and compare each against other possibilities.

Keep doing that until you've got a short list.

Again, you're looking for between 6 and 10 core values on your final list.

Another thing to keep in mind is that you may find several words that represent the essence of your true value. Just find the one that captures it best, or make up your own phrase if none of the words really nail it for you.

You may want to read this next approach before finalizing your list, though. This process can be very enlightening in revealing your core values ...

Tell Two Stories

Another method to identify your core values is to tell two stories. The first is to **recall a recent time when you were at your best**, having the time of your life. Like a time when you felt like you were on cloud nine and absolutely loving life!

You want to choose a recent time, or as recent as you can recollect, because some people do find that their values shift over time. And we're not doing this to identify past values. We want current ones.

So recall a recent fabulous experience in as much detail as possible.

Okay, as you revisit that experience, ask yourself **what elements were present** that made it so enjoyable for you? Those key elements are clues to your values.

The next step is to recall a time when you were at a low point. Again, try to find a recent one you can use.



Look for the
elements that
made it such
good/bad
time ...

I'm not going to ask savvy creators to conjure up every excruciating detail of your bad experience, but recall it enough that can answer the question: **what elements were missing** that made this experience so awful for you?

Those are also keys to your core values.

Here's an example of mine:

I recently had the time of my life at the sheepdog trials in Heber.

Why was that so fun for me? The dogs!! Dogs, dogs and more dogs! And dog loving people! Seriously, those border collies are so amazing! To see them at work in the field is such a pleasure and a privilege. I'm not exaggerating to say it brings me to tears. They're the very best from all over the world, and they all come here to show off their skills. It's so impressive! And also they have the Splash Dogs, which was so much fun it was off the scale!

But it wasn't just the dogs and the dog lovers showing off their skills. It was also the most beautiful country you'd ever want to be. Plus the audience dogs 'competing' in the jumping pool was an absolute blast to watch. The whole day was ridiculously fun!

Okay, now that I've recalled it in detail, I ask what were the elements that made that so enjoyable for me. Animals & Nature, for starters. Mastery, for another. Connection (with others who were passionate about this stuff, too.) And it was Fun! It was so so fun!

No surprise that my core values list includes Nature, Connection, and Mastery. Fun didn't make my final cut, but I hope you can see how telling a good & bad story to identify the key elements can offer clues to your core values.

I'll briefly share an example of how the unpleasant story can help you spot a core value.

Contrary to the instruction I learned for recalling an experience that felt like the lowest of lows, I just ask clients to work with something less extreme but still negative enough to offer valuable insights.

Like when my ex-boyfriend seemed to be having a string of bad days, one after another with nothing going his way (or so he perceived it). When I asked what was so awful

about that time he said he felt powerless to create positive change and also isolated from his community and friends.

Being of service is one of his core values, which would explain why he had such a bad time of it when he wasn't experiencing that.

Can you see how a negative experience can offer us clues to core values as well?

Again, I'm not asking you to sift through your worst experience ever in excruciating detail. Just find something that you weren't loving and look at what was missing there that made it so awful. Cool?

Tips to Remember

Couple things to keep in mind as you're going through this process:

1. You aren't limited to the words on the values list.

That's not an exhaustive list by any means! So if you have a word that you don't see on the list, use it.

Or if you find that a phrase captures it better than a single word, go with that.

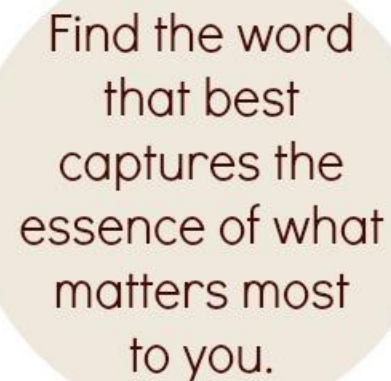
2. When you have several words that are similar, just find the word that best captures the essence of what matters to you.

Like my first draft list had Freedom and Independence and Autonomy on it before I concluded that Freedom captured it best. But True to Self is still on my top six right alongside Freedom even though it feels similar. I considered Authenticity as the word that might represent it best, but True to Self is what rang my bell best. See how it's kind of an art form to capture your list?

3. This isn't necessarily something you do in ten-minutes.

It may take a little reflection over several days and letting it simmer for a while before it becomes clear what your core values are. Sometimes it takes a little teasing out in order to find the best words that really capture what matters most to you.

The process is so worth it, though, so please do make the time to do it justice.



Find the word
that best
captures the
essence of what
matters most
to you.

4. **It's worth reviewing your values** every couple years and re-doing the exercise in case your values evolve over time. If it's been five years since you've identified your core values, it's probably time to revisit.

What To Do with Your List

Once you've identified your core values, the first thing to do is **write them down somewhere you can see them regularly.**

I can't tell you how many people I've talked with who have said, "Oh yes, I did this values identification work a while ago" but then can't name a single value from their list.

It does us no good to identify them if we don't actually work with what we learn!

So the point of posting them where you'll see your list regularly is to help bring your values to daily life.

But you're not done there.

With your list in hand, reflect on each value and note **how much expression it gets in your daily life.** Is this value something you experience regularly, or is it rare? Is it already woven throughout your days, or is it something you can't remember the last time you felt or experienced?

This process in itself will likely make it clear to you where you have room for improvement.

Because the ultimate goal here is to have daily experience or expression of each core value on your list.

For example, as I review my list, I see Uniqueness as something that I can bring to work more than I already do. I often feel frustrated in business with the 'formulas' and 'rules' we're supposed to follow in order to best deliver our work to the world, but knowing that Uniqueness is one of my values it would serve me well to choose the road less traveled. Or break new ground altogether.



Post your core
values list
where you'll see
it daily.

As I reflect on how well I experience Connection, it might behoove me to realize that sometimes the best connection is done in solitude, with spirit. So opting out of weekend gatherings with others in order to get some alone time in the garden might help me feel more connected.

At the very least, though, what you can do with this conscious clarity about what matters most to you is to **make all future decisions in favor of your values.**

When considering different alternatives about what to choose as you go about daily life, ask which option best honors your values.

The answer might not be obvious, but if you feel for it in the part of you that knows, you can trust that information.

Because **when we choose in favor of our values, we feel better.** We enjoy life more. We feel more fulfillment and satisfaction.


In short, it's what allows us to be our best selves.

If you bump into obstacles or reasons that you can't choose in favor of your values, you're likely buying into limiting beliefs. You may have a process for dismantling those on your own, but if not, it's worth engaging an objective viewpoint for support. (An [LOA savvy coach](#) can certainly help with that!)

Here's another cool thing about core values ...

Know Your Loved One's Values

If you can get an idea of what your partner's values are (whether that's your spouse, co-worker, roommate or whomever else you might be close to), when you know what their values are and you support their experience of them, they will treasure you.



Make decisions
that best honor
your values.

They may not know consciously why they like you so much, but when someone helps us live our values we can't help but appreciate them. Of course, it's because you're giving them room or even encouragement to be their best selves, and that is highly attractive.

For example, knowing that one of my boyfriend's values is Competition helps me understand it's important for him to experience that. Which is why I don't interfere with his golf time, because that's his primary experience of Competition.

It's also what helps me know he's better off golfing with peers instead of me since they test his skills and I don't. On the other hand, if he had a core value of Teaching, then letting him give me lessons on the course would likely be very satisfying for him.

He also has a core value of Order, so rather than complain about his nitpicky habits, I do my best to remember this is what makes him feel right with the world and I keep my clutter to a minimum in our shared areas.

I once had a boyfriend with a core value of ... hmm, what would I call it ... probably Gregariousness or Sociability. He needs to talk to people. If he's not doing that, he's not being himself. He's not a guy who recharges by being alone. The more he talks to others the better he feels.

So it was easy for me to support his opportunities to get that fix, while his other girlfriends compromised their relationships out of misplaced jealousies.



Help your loved ones thrive by supporting their values expression.

How we do know what our loved ones' core values are?

Maybe if you're lucky you can get them to do the exercise with you! But even if your partner isn't up for that, or you'd feel awkward asking, if you know them well you can probably spot them yourself.

Just think of when they thrive, and why. And then why don't thrive, and why.

Indeed, our values are so central to who we are that it might be worth asking those who know you well what they think matters most to you. Their responses could be enlightening!

Use Values to Transform

Conscious creators will love this tip, because it allows you to leverage your core values to transform events or things you weren't looking forward to otherwise.

Here's how it works ...

... whenever you find yourself dreading something that you don't feel free to opt out of, use a core value to change your experience of that event.

All you do is **set an intention to experience a core value during it.**

So like if you weren't looking forward to doing your taxes, but you also weren't comfortable skipping them altogether, you could set an intention to experience one or two of your core values while doing them.

And that's it. You don't have to figure out how to fit a value into the process – all you did was use your creative power to give that instruction and then let go.

I did this when I was not looking forward to attending a family member's funeral. This side of the family was known for drama and I really wasn't enjoying thoughts of this gathering.

Then my boyfriend reminded me about this core value intention trick, and I set an intention to experience three core values at this funeral.

Sure enough, it turned out to be one of the best times I'd had in years with that family! There was Connection, Inspiration and Learning like I never dreamed possible. If I hadn't been there myself I'd have trouble believing how delightful it was to be part of it.

Which just made me an even stronger advocate of using values to enhance our lives!

If you want to be more hands on about it, you could purposely choose to incorporate a specific value into the event. Like next up I'm writing a sales page for a new offering at my coach training company. Writing sales pages isn't usually my highest joy, but I've tried outsourcing this type of work before and ended up re-writing it myself. So having someone else do it doesn't feel like a super fab option.



Transform an
experience by
bringing your
values to the
party.

So I might choose to incorporate Uniqueness and True to Self into the process to make it much more enjoyable. I could do that by coming up with a unique way to write it, or perhaps just committing to the final product being something that truly reflects my style. In fact, just thinking about a sales page that is really truly different than someone might expect is already making me excited to write it!

(I'm telling you, working with core values is magic!)

But in the event I couldn't see how to incorporate any of my core values into the thing I'm not looking forward to, I could just outsource it to Universe to figure it out for me.

It's that simple!

I hope I've made a strong case for why it's powerful for you to get clear about what your values are and what to do once you know them.

At the very minimum, I **believe identifying your core values can be an act of self-love**. Knowing what matters to you most helps you appreciate who you are. It's what makes you unique and that in itself is worth celebrating.

So please enjoy this exercise and thank you for reading!

I'd love to hear from you if you care to share what your experience was with this process. Email me at jmaw@goodvibecoach.com or drop me a message on facebook.

And last but not least, you're invited to check out additional resources below if you'd like more support in creating a thriving life.

Love & Miracles –
Jeannette



Resources

For those of you looking for additional sources of inspiration to create a wonderful reality, check these out:

[Good Vibe Blog](#)

[Good Vibe newsletters Archive](#)

[Good Vibe University](#)

[Digital Offerings for Conscious Creators](#)

[Anne Bolender's Values ebook](#)

About Jeannette

Jeannette Maw is the [Good Vibe Coach](#) on a mission to inspire conscious creators.

She is the ultimate manifesting geek and founder and host of [Good Vibe University](#), an online gathering for fellow manifestors. Jeannette also publishes one of the most highly trafficked LOA blogs at [Good Vibe Blog](#).

If you have a manifesting question, she wants to hear it at jmaw@goodvibecoach.com.



Core Values List

You can find other values lists online that are more extensive than this one, but remember you don't have to find yours on a list in order to claim it. Discover your own words to better capture your values when appropriate:

Abundance	Altruism	Awareness
Acceptance	Amazement	Awe
Accessibility	Ambition	Balance
Accomplishment	Amusement	Beauty
Accountability	Anticipation	Being the best
Accuracy	Appreciation	Belonging
Achievement	Approachability	Benevolence
Acknowledgement	Approval	Bliss
Activeness	Art	Boldness
Adaptability	Articulacy	Bravery
Adoration	Artistry	Brilliance
Advancement	Assertiveness	Buoyancy
Adventure	Assurance	Calmness
Affection	Attentiveness	Camaraderie
Affluence	Attractiveness	Candor
Aggressiveness	Audacity	Capability
Agility	Autonomy	Care
Alertness	Availability	Carefulness

Celebrity	Concentration	Creativity
Certainty	Confidence	Credibility
Challenge	Conformity	Cunning
Change	Congruency	Curiosity
Charity	Connection	Daring
Charm	Consciousness	Decisiveness
Chastity	Conservation	Decorum
Cheerfulness	Consistency	Deference
Clarity	Contentment	Delight
Cleanliness	Continuity	Dependability
Clear-mindedness	Contribution	Depth
Cleverness	Control	Desire
Closeness	Conviction	Determination
Comfort	Conviviality	Devotion
Commitment	Coolness	Devoutness
Community	Cooperation	Dexterity
Compassion	Cordiality	Dignity
Competence	Correctness	Diligence
Competition	Courage	Direction
Completion	Courtesy	Directness
Composure	Craftiness	Discipline

Discovery	Enjoyment	Family
Discretion	Entertainment	Fascination
Diversity	Enthusiasm	Fashion
Dominance	Environmentalism	Fearlessness
Dreaming	Ethics	Fidelity
Drive	Euphoria	Fierceness
Duty	Excellence	Financial independence
Dynamism	Excitement	Fitness
Eagerness	Exhilaration	Flexibility
Ease	Expectancy	Flow
Economy	Expediency	Fluency
Ecstasy	Experience	Focus
Education	Expertise	Fortitude
Effectiveness	Exploration	Frankness
Efficiency	Expressiveness	Freedom
Elation	Extravagance	Friendliness
Elegance	Extroversion	Friendship
Empathy	Exuberance	Frugality
Encouragement	Fairness	Fun
Endurance	Faith	Gallantry
Energy	Fame	Generosity

Gentility	Imagination	Inventiveness
Giving	Impact	Investing
Grace	Impartiality	Involvement
Gratitude	Independence	Joy
Gregariousness	Individuality	Judiciousness
Growth	Industry	Justice
Guidance	Influence	Keeness
Happiness	Ingenuity	Kindness
Harmony	Inquisitiveness	Knowledge
Health	Insightfulness	Leadership
Heart	Inspiration	Learning
Helpfulness	Integrity	Liberation
Heroism	Intellect	Liberty
Holiness	Intelligence	Lightness
Honesty	Intensity	Liveliness
Honor	Intimacy	Logic
Hopefulness	Intrepidity	Longevity
Hospitality	Introspection	Love
Humility	Introversion	Loyalty
Humor	Intuition	Majesty
Hygiene	Intuitiveness	Making a difference

Marriage	Outdoors	Potency
Mastery	Outlandishness	Power
Maturity	Outrageousness	Practicality
Meaning	Partnership	Pragmatism
Mellowness	Patience	Precision
Meticulousness	Passion	Preparedness
Mindfulness	Peace	Presence
Modesty	Perceptiveness	Pride
Motivation	Perfection	Privacy
Mysteriousness	Perkiness	Proactivity
Nature	Perseverance	Professionalism
Neatness	Persistence	Prosperity
Nerve	Persuasiveness	Prudence
Non-conformity	Philanthropy	Punctuality
Obedience	Piety	Purity
Open-mindedness	Playfulness	Rationality
Openness	Pleasantness	Realism
Optimism	Pleasure	Reason
Order	Poise	Reasonableness
Organization	Polish	Recognition
Originality	Popularity	Recreation

Refinement	Saintliness	Skillfulness
Reflection	Satisfaction	Sociability
Relaxation	Science	Solidarity
Reliability	Security	Solitude
Relief	Self-control	Sophistication
Religiousness	Selflessness	Speed
Reputation	Self-reliance	Spirit
Resilience	Self-respect	Spirituality
Resolution	Sensitivity	Spontaneity
Resolve	Sensuality	Spunk
Resourcefulness	Serenity	Stability
Respect	Service	Status
Responsibility	Sexiness	Stealth
Rest	Sexuality	Stillness
Restraint	Sharing	Strength
Reverence	Shrewdness	Structure
Richness	Significance	Success
Rigor	Silence	Support
Sacredness	Silliness	Supremacy
Sacrifice	Simplicity	Surprise
Sagacity	Sincerity	Sympathy

Synergy	Utility	Youthfulness
Teaching	Valor	Zeal
Teamwork	Variety	
Temperance	Victory	
Thankfulness	Vigor	
Thoroughness	Virtue	
Thoughtfulness	Vision	
Thrift	Vitality	
Tidiness	Vivacity	
Timeliness	Volunteering	
Traditionalism	Warm-heartedness	
Tranquility	Warmth	
Transcendence	Watchfulness	
Trust	Wealth	
Trustworthiness	Willfulness	
Truth	Willingness	
Understanding	Winning	
Unflappability	Wisdom	
Uniqueness	Wittiness	
Unity	Wonder	
Usefulness	Worthiness	