



ICF
MIDWEST
REGIONAL
CONFERENCE

The Crossroads of Marketing

Values Clarification

What are your highest values? Choose 3 and number them 1-3. 3 being your lowest value and 1 being your highest value. There are no wrong answers. Don't overthink it.

- | | | |
|--------------------------|----------------------------|--------------------|
| _____ Humor | _____ To Be Known | _____ Beauty |
| _____ Directness | _____ Growth | _____ Authenticity |
| _____ Partnership | _____ Aesthetics | _____ Risk Taking |
| _____ Productivity | _____ Participation | _____ Peace |
| _____ Service | _____ Performance | _____ Elegance |
| _____ Contribution | _____ Collaboration | _____ Vitality |
| _____ Excellence | _____ Community | _____ Trust |
| _____ Free Spirit | _____ Personal Power | |
| _____ Focus | _____ Freedom to Choose | |
| _____ Romance | _____ Connectedness | |
| _____ Recognition | _____ Acknowledgement | |
| _____ Harmony | _____ Comradeship | |
| _____ Accomplishment | _____ Lightness | |
| _____ Orderliness | _____ Spirituality | |
| _____ Forward the Action | _____ Empowerment | |
| _____ Honesty | _____ Full Self-Expression | |
| _____ Success | _____ Integrity | |
| _____ Accuracy | _____ Creativity | |
| _____ Adventure | _____ Independence | |
| _____ Lack of Pretense | _____ Nurturing | |
| _____ Zest | _____ Joy | |
| _____ Tradition | | |



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Thank you for attending!



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