

# Core Values



# Values

**WOODEN ON LEADERSHIP™**

**THE ART OF SUCCESS**

**PYRAMID OF SUCCESS**

**COMPETITIVE GREATNESS**  
*"Perform at your best when your best is required. Your best is required each day."*

**POISE**  
*"Be yourself. Don't be thrown off by events whether good or bad."*

**CONFIDENCE**  
*"The strongest steel is well-founded self-belief. It is earned, not given."*

**CONDITION**  
*"Ability may get you to the top, but character keeps you there – mental, moral, and physical."*

**SKILL**  
*"What a leader learns after you've learned it all counts most of all."*

**TEAM SPIRIT**  
*"The star of the team is the team. 'We' supercedes 'me'."*

**SELF-CONTROL**  
*"Control of your organization begins with control of yourself. Be disciplined."*

**ALERTNESS**  
*"Constantly be aware and observing. Always seek to improve yourself and the team."*

**INITIATIVE**  
*"Make a decision! Failure to act is often the biggest failure of all."*

**INTENTNESS**  
*"Stay the course. When thwarted try again; harder, smarter. Persevere relentlessly."*

**INDUSTRIOUSNESS**  
*"Success travels in the company of very hard work. There is no trick, no easy way."*

**FRIENDSHIP**  
*"Strive to build a team filled with camaraderie and respect: comrades-in-arms."*

**LOYALTY**  
*"Be true to yourself. Be true to those you lead."*

**COOPERATION**  
*"Have utmost concern for what's right rather than who's right."*

**ENTHUSIASM**  
*"Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."*

**12 LESSONS IN LEADERSHIP**

1. Good Values Attract Good People
2. Love Is The Most Powerful Four-Letter Word
3. Call Yourself A Teacher
4. Emotion Is Your Enemy
5. It Takes 10 Hands To Make A Basket
6. Little Things Make Big Things Happen
7. Make Each Day Your Masterpiece
8. The Carrot Is Mightier Than A Stick
9. Make Greatness Attainable By All
10. Seek Significant Change
11. Don't Look At The Scoreboard
12. Adversity Is Your Asset

*John Wooden, Head Coach*

*Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."*

*Failure to prepare is preparing to fail.  
 Most mistakes occur for achievement.  
 Achievement  
 True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.*

*Success is not in destination, it's in the journey.*

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



# Core Values

- Values are broad preferences concerning appropriate courses of action or outcomes
- Values reflect a person's sense of right and wrong or what "ought" to be
- The foundation of your philosophy is based on your principle values

# Core Values Exercise

1. Cross out the values that don't apply to you
2. Develop your Top 10 list
3. Narrow your list to your Top 5
4. Prioritize your Top 5 list with #1 serving as the most important value



## VALUES SORT EXERCISE

All of the following values are worthwhile. Put a check mark next to the 10 most important to you. You may write in others values if your top values are not on this list. After checking off your top 10 choices, circle the five that are most important to you.

Accountable	Takes responsibility for both actions and outcomes
Achievement	Sense of accomplishment by means of skills, practice, perseverance, or exertion
Advancement	Moving forward in your career through promotions
Adventure	Work which frequently involves risk taking
Authority	Possessing power over decisions, people, assets
Autonomy	Working independently, determine the nature of your work without significant direction from others
Balance	Balancing time & effort between work, home, hobbies
Caring	Love, affection
Challenge	Stimulates full use of your potential
Change & Variety	Varied, frequently changing work responsibilities and/or work settings
Commitment	Being bound emotionally or intellectually to a course of action, dedication
Competence	Possessing the skill, knowledge, and ability to effectively perform
Competition	Pit your abilities against others where there is clear win/lose outcomes
Courage	Willingness to take calculated risks & step outside of one's comfort zone
Creativity	Being imaginative, innovative
Diversity	Respecting a variety of cultures/lifestyles
Economic Security	Having enough money
Excitement	Experience a high degree of, or frequent excitement in your work
Fairness	Treating people and being treated equally
Faith/Religion	Belief in a higher power
Family	Being with family, both quality and quantity of time
Fitness	Being physically fit; optimal well-being
Friendship	Develop close personal relationship
Fun	Playfulness, ability to laugh and express humor, joking
Growth	Investing in lifelong learning, personal development, self-education
Health	Physical and psychological well being
Help Others	Be involved in helping people in a direct way, individually or in a group
Honesty	Being truthful, sincere
Integrity	Works and deeds match up. I am who I am, no matter where I am or who I am with. Sincere & honest
Intellectual Status	Be regarded as an expert in your field
Knowledge	Understanding gained through study and experience
Leadership	Influence over others
Legacy	Making a difference today with tomorrow in mind, succession
Location	Place conducive to your lifestyle and allows you to do the things you enjoy most
Loyalty	Faithful to a person, an ideal, a custom, a cause, or a duty
Passion	Intense emotional excitement, boundless enthusiasm
Perfection	Reaches the highest attainable standard, details
Power	Authority
Quality	A standard of excellence
Recognition	Giving and receiving acknowledgement for achievements
Responsibility	Being accountable for results
Service	Serving the community, non-profit organizations
Stability	Work routine and duties that are largely predictable, not likely to change over a long period of time
Status	Holding a position of importance, high standing, prestige
Teamwork	Cooperative effort by a group or team
Trust	Firm reliance on the integrity, ability, or character of a person or thing
Wealth	Profit, gain, making a lot of money
Wisdom	Having deep understanding, insight, & knowledge, the ability to make good judgement

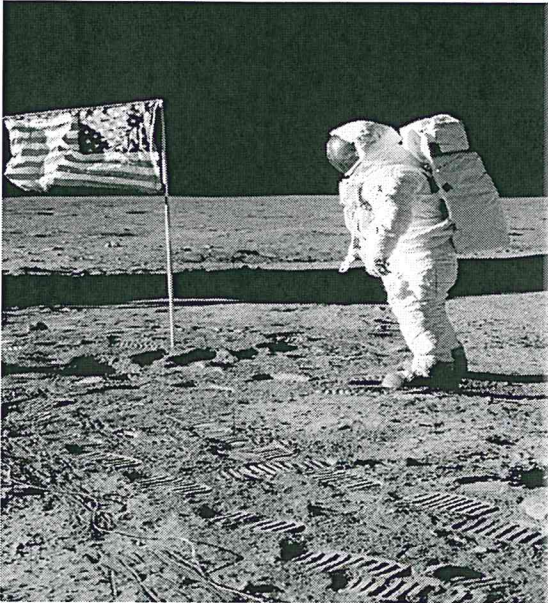
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THE FOUNDATION  
FOR A BETTER LIFE®



The longest journey begins  
with one small step.

**ACHIEVEMENT**

*Pass It On.*

VALUES.COM THE FOUNDATION  
FOR A BETTER LIFE

I acknowledge and  
assume responsibility  
for my actions.

**ACCOUNTABILITY**



With faith **WE**  
can conquer mountains.

**TRUST**

