

Personal Value Questions:

- ☐ When are you the happiest?
- ☐ What feelings would you do anything to avoid?
- ☐ What qualities do you look for in new friends?
- ☐ What makes you feel the most accomplished?
- ☐ What qualities do you care about in the companies you buy from?

Professional Value Questions:

- ☐ What's the one element you care about most when it comes to developing your product/services?
- ☐ Who are the types of people you've enjoyed working with? Describe them and their attributes.
- ☐ What do you want to be known for?
- ☐ What themes or patterns do you recognize throughout your work life?