

CORE VALUES

UNIT 1

Core values are the fundamental beliefs of a person or organization. These guiding principles dictate behaviour and can help people understand the difference between right and wrong. Core values also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide. There are many different types of core values in the world, depending upon the context.

See what [James Franklin, coach of Penn State Football](#) has to say about the Core Values of his program.

Core Values About Life

Often, when you hear someone [14:22](#)

discuss why they fell in love with their other half, they will mention that they have the same values. In this case, they are often talking about core values, or internal beliefs that dictate how life should be lived.

Some examples of core values people might have about life include the following:



- A belief, or lack thereof, in God or an affiliation with a religious/spiritual institution
- A belief in being a good steward of resources and in exercising frugality
- A belief that family is of fundamental importance
- A belief that honesty is always the best policy and that trust has to be earned
- A belief in maintaining a healthy work/life balance

Parents also try to instill these types of positive core values in children in an effort to give them guiding principles for living a good life.

Of course, core values aren't always positive. Some people may be driven by self-interest or greed, and these are core values, too, if they dictate the way the people live their lives. Negative core values can also develop when people live in fear or insecurity and are forced to focus on survival in difficult circumstances.

Some examples of negative core values include the following:



- A belief that the world is a fundamentally brutal place and that only the strong survive
- A belief that people are powerless to change their fates or personal situations
- A belief that you don't deserve good things or relationships in life
- A belief that other people are fundamentally untrustworthy and unloving
- A belief that life is meaningless

Some Types of Core Values

There are countless types of core values, as you can see, so you will need to choose the ones that are right for you or your organization. It's natural to want to choose a long list of core values in an effort to be the best you can be, but limiting your selection to two or three helps you focus on your mission in life without becoming distracted.

Here are some examples of core values from which you may wish to choose:

Dependability	Consistency	Honesty	Efficiency	Innovation	Creativity
Reliability	Open-mindedness	Good humour	Compassion	Spirit of adventure	Motivation
Loyalty	Positivity	Optimism	Passion	Respect	Fitness
Commitment	Courage	Education	Perseverance	Patriotism	Service to others

While some people or organizations might expressly share their core values, often the best way to identify these values is to watch how they behave. For example, a tobacco company that emphasizes profits over public health acts in a way that is not consistent with a stated core value of caring for others. No company will advertise negative core values, of course, but you can judge what really lies at the heart of a business' mission by examining how they act when it counts. A core value is only true if it has an active influence and if the people or company manage to live by it, at least most of the time.

It's also important to remember that individuals don't necessarily choose their core values. Many people have these values instilled in them by the way their parents and community raise them. You may already live by strong core values without realizing it. To get a sense of what your core values are, ask yourself what activities bring you the most joy, or what you couldn't live without. What gives your life meaning or what do you want to achieve? If you can articulate those answers, you'll likely see a pattern that you can boil down into a single concept, such as a consistently positive attitude or using your creativity to make the world a better place.

(From: <http://examples.yourdictionary.com/examples-of-core-values.html>)



Assignment

Core Values Assignment - When you are done, please submit into the appropriate Dropbox and into your CLE Portfolio on myBlueprint.