What values define who you are? What image do they project? Clarity of your personal values is important to establish your image. Take time to note a few of your personal values. They could include things such as “I respect everyone’s rights to be who they want to be” or “I value loyalty, candor, creativity, and the willingness to continue to learn.” It doesn’t have to be a long statement, but it has to be a statement that honestly expresses your values. You might use the following categories as the starting point for articulating your values:

- ambition, competence, individuality, equality, integrity, service, responsibility, accuracy, respect, dedication, diversity, improvement, enjoyment, loyalty, credibility, honesty, innovativeness, teamwork, excellence, accountability, empowerment, quality, efficiency, dignity, collaboration, stewardship, empathy, accomplishment, courage, wisdom, independence, security, challenge, influence, learning, compassion, friendliness, discipline, generosity, persistency, optimism, dependability, flexibility

Value statements define how people want to behave with each other in their personal and professional life. Organizations have value statements, too. They articulate how the organization values customers, suppliers, employees, and the community.

Choose the values that are most important to you, the values you believe in and that define your character. Then live them visibly every day at work and at home. Living your values is one of the most powerful tools available to help you be the person you want to be. Knowing what you value and living your values makes it easier to be the perfect you.

Write your value statement. Think about what it means to you. How do you translate your statement to your organization or business? Remind yourself to review your value statement and these questions next week after you’ve slept on it for a few days.