



Placing Values on Values

Take 5-10 minutes to reflect on the question “What do I value?” Brainstorm and make a list of your values.

My Values:

What Makes You Walk Across?

Imagine yourself standing at the top of a tall building, holding the list of the values you just created. Read the scenarios below to clarify what values matter the most.

Scenario 1

You have been asked to take two copies of your list of values to the top of the Petronas Towers in Kuala Lumpur, Malaysia. These 1,483'-high buildings are the tallest twin towers in the world. As you reach the tallest point by elevator, you are escorted to a veranda where an 18"-wide steel beam connects the two buildings. There is no wind. It is a beautiful sunny day. You have seen this type of steel beam before. By recognizing its width, you know that if it were lying on the floor, you could cross it easily without stepping off. However, now you are almost 1,500 feet off the ground. With less than 100 feet to cross from tower to tower, a close friend stands across from you in the second tower with a copy of your list. He or she reads each value. For which values would you cross?

The ones you would risk your life for are your primary or "Core" values.

Primary "Core" Values:

Scenario 2

Now you take the elevator down to the second floor, just 15 feet off the ground. The same type of beam and conditions exist. At this height, you probably wouldn't perish in your attempt to cross it. However, you will most likely break a limb if you fall. Your close friend is again facing you less than 100 feet away.

Will you walk across for each of the leftover values? Those that you would walk across for are your secondary values.

Secondary Values:

Now make a list of all of your leftover values. This list represents values you care about to some degree, but not as much as your primary or secondary values.

Tertiary Values:
