

CORE VALUES & CORE FOCUS

Your **core values** are what you stand for as an organization. They're the pillars of your organization that define who you are.

TRAITS OF YOUR HEROES

Think of a few people you admire most—mentors, public figures, family members, etc. What are the qualities and values you most admire about them?

1. Label each figure with the name of a person you admire and list the values you admire in them below.
2. Refine the list of values by crossing out ones that are weak or don't resonate. Circle values that reflect who you are and who you want to be.









YOUR CORE VALUES

1

2

3

4

5

YOUR CORE FOCUS

Your **core focus** is your organization's sweet spot—the reason why you exist. It lies at the intersection of your skills, your passion, and what your customers want.

