

What should your company or organisation stand for?

What are the principles by which you want to operate the organisation?

From the list below, identify the principles that stand out as important to you and the way you conduct your work. If you wish to add some of your own to the list provided, then please do so. From the ones you identify, select the top five. Write the five in the section below in any order.

Truth	Persistence	Non-Judgemental
Efficiency	Sincerity	Dependability
Initiative	Fun	Trust
Environmentalism	Relationships	Excellence
Power	Wisdom	Teamwork
Control	Flexibility	Service
Courage	Perspective	Profitability
Competition	Commitment	Freedom
Excitement	Learning	Friendship
Creativity	Recognition	Influence
Happiness	Honesty	Justice
Honour	Originality	Quality
Innovation	Candour	Hard work
Communication	Prosperity	Responsiveness
Financial growth	Respect	Fulfilment
Empathy	Fairness	Family
Integrity	Order	Strength
Peace	Spirituality	Self-control
Loyalty	Adventure	Reputation
Clarity	Co-operation	Fair trade
Security	Humour	Partnership
Internationalism	Obedience	Patriotism
Love	Collaboration	Passion
Stewardship	Cleverness	Inspiration
Support	Success	Confidentiality
Equality	Generosity	Change the world
Resources	Community	

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If you want to know how to rank your values contact us on 01709 810081 or email bob@inspire2aspire.co.uk