A VALUE is defined as principles, standards, or qualities that influence your choices throughout life and provide guidance when evaluating options. Values may cause someone to study for years to become a doctor or a lawyer while others seek a quick and easy way to wealth. Or they may cause a seasoned professional to change careers after spending decades developing expertise and reputation in a particular field.

PART 1: Rate the level of importance you place on each issue using the scale below...

On a scale of 1-3, how “important” this issue is to you?
3=Very Important  2=Not Sure/Neutral  1=Not Important

**Advancement**
Work hard and advance rapidly

**Adventures**
Have duties that involve frequent risk taking

**Autonomy**
Set own goals and work without close supervision

**Balance**
Integrate needs of personal life—family, friends, self

**Casual Dress**
Wear casual, comfortable clothing to work

**Challenge**
Solve difficult problems and avoid routine

**Change & Variety**
Have duties that change frequently

**Commitment**
Feel pride in product or service

**Community**
Be involved in community affairs

**Compatibility**
Work with people who share same interests and values

**Compensation**
Good salary and other financial rewards

**Competence**
Work where I have talents above the average

**Competition**
Pit my abilities against those of others

**Creativity**
Create original ideas, programs, or products

**Education Benefits**
Continue my education through job benefits

**Enthusiasm**
Work with people who are energized and challenged

**Environment**
Work in pleasant and comfortable surroundings

**Ethics**
Perform work consistent with strong personal beliefs

**Excellence**
Product is recognized as outstanding

**Excitement**
Experience a high degree of exhilaration in my work

**Family**
Keep the needs of my family a first priority

**Fast Pace**
Work at a fast pace and perform work rapidly

**Feedback**
Gain information on performance

**Fixed Hours**
Have set hours and free time
Friendships
Have close relationships with colleagues

Fringe Benefits
Have good medical insurance and vacation time

Generalist
Use broad knowledge of many areas in work

Help Others
Help or serve people

Help Society
Work to contribute toward bettering the world

High Earnings
Obtain the essentials and luxuries that I want

Incentive Pay
Have financial rewards depend on results

Independence
Determine nature of work without interference

Influence People
Change attitudes and opinions of others

Innovation
See work on latest cutting edge of my industry

Intellectual Status
Be regarded as an expert in my field

Job Tranquility
Avoid extreme pressure and the "rat race"

Knowledge
Pursue truth, knowledge, and human understanding

Leisure
Devote energy to personal and leisure activities

Location
Work in a particular geographic area

Make Decisions
Decide policy or course of action

Management
Be responsible for work of others to produce results

Mentor
Work under someone whose guidance I respect

Moral Fulfillment
Work to further important moral standards

Personal Development
Workplace encourages self-growth

Physical Challenge
Be rewarded for superior physical ability

Policies & Practices
Company treats its employees fairly

Power & Authority
Control the actions and lives of others

Precision
Work at an exacting job

Predictability
Have a well-ordered workday with few surprises

Pressure
Work under deadlines and critical judgment

Professional Growth
Learn new ideas or skills at work

Profit & Gain
Accumulate money or material rewards

Public Contact
Maintain day-to-day contact with people

Recognition
Achieve visible and public recognition

Reputation
Work for a well-known and respected organization

Security
Be assured of keeping job and having a steady income

Self-Expression
Be able to convey my ideas to improve my job

Service
Feel work benefits others

Spirit
Opportunity to be full of spirit, animated, and lively

Spiritual
Work activities connect inner values to outside realities

Stability
Have predictable and regular work routine

Staff Position
Work in a support or advisory position

Status
Gain respect from friends, family, and community

Strategic Thinking
Involvement in innovative and visionary thinking
Structure
Receive clear direction as to goals and procedures

Supervision
Be directly responsible for work of others

Teamwork
Work with others to reach goals

Technical Work
Be an expert in a specialized field

Time Freedom
Set own schedule and hours

Travel
Move from place to place

Visibility
Do work noticeable to higher management

Work Alone
Have little contact with others on the job

PART 2: Now What?: Reflection Journal
Of the values that have high importance to you, are there any that stand out more than the others?

What values would you rank as essential for your future success and happiness?

BRINGING IT TOGETHER:
Review the activity and note all of the rated values, as well as examine your answers to the questions in the Now What?: Reflection Journal. Then, in the “Extremely Important” section of the chart, list your top five values that you have to incorporate into your major, career, and/or work environment. In the “Least Important” section of the chart, list the top five values that you would least like incorporated into your major, career, and/or work environment.

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