

Live What Matters:

**Discover Your  
Core Values**



**Clarify what drives, guides,  
and grounds you— at work and beyond.**

# Welcome From ⚡ JUDD

You're here because you're ready to build something better. A better workplace. A better way of showing up. A better relationship with who you are—and what matters most.

Everything changed when I stopped trying to perform my values and started living them. My core values have become a compass for how I lead, parent, make decisions, and reconnect with myself when things get hard.

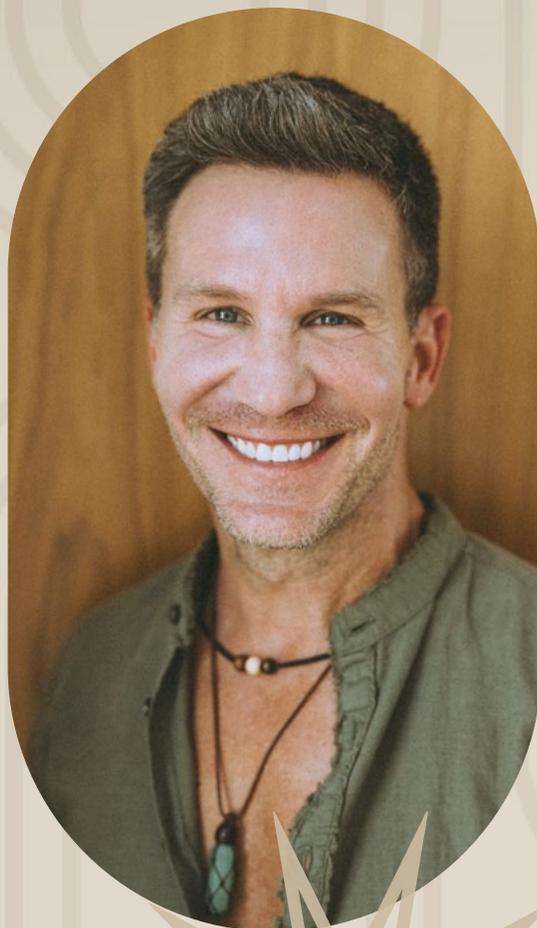
When I think about the kind of father I want to be, the kind of man I'm becoming, or the kind of leader I hope others remember me as—I return to my values. They help me navigate through life changes, fear, stress, reactivity, anxiety, and even old patterns I'm still unlearning.

This work isn't about perfection. It's about alignment. And alignment brings peace.

So if you're feeling disconnected, reactive, overwhelmed, or unsure—this is the work. This short but powerful exercise is your starting point. It's one of the first things I teach in my **emotional resilience workshops** and a cornerstone of the **CURE frameworks**.

Let's reconnect with what truly matters—so you can live and lead with more intention, energy, and integrity.

— Judd



# WHAT ARE CORE VALUES?

Core values make up your self-concept. Knowing your core values is essential to emotional resilience and living authentically. Knowing your values is a hallmark of genuine leadership—the radiant leadership that lifts everyone around you.



You may not know your core values—that's okay. You may think you know your core values, but you can't list them on demand. That's also okay. You may know them and can list them, but they may have changed, or you inherited them (i.e., they aren't yours)—triple okay.

**That is why we're here. Heart-centered leadership starts now.**

## WHAT YOU'LL NEED

Pen and paper (or this printout)  
A quiet place  
A drink you love

## WHAT TO LOOK FOR WITH THIS EXERCISE

Here's what I experienced when I anchored my core values:

- Less stress and tension
- More relaxed breathing
- A sense of groundedness
- Balanced energy
- Easier decision making
- More comfortable being myself
- Greater empathy and attunement

**LET'S DO THIS  
TOGETHER.**

# HOW TO IDENTIFY YOUR CORE VALUES

Adapted from [Taproot](#). Made for real-life alignment.

## 1. DETERMINE YOUR CORE VALUES

From the list below, circle every core value that resonates with you. If you think of a value that is not on the list, write it down. Don't overthink it. Connecting with a value might make you feel calm, connected, and grounded. Follow what feels best.

- |                |                |                     |                 |
|----------------|----------------|---------------------|-----------------|
| Abundance      | Decisiveness   | Joy                 | Preparedness    |
| Acceptance     | Dedication     | Kindness            | Proactivity     |
| Accountability | Dependability  | Knowledge           | Professionalism |
| Achievement    | Diversity      | Leadership          | Punctuality     |
| Adventure      | Empathy        | Learning            | Relationships   |
| Advocacy       | Encouragement  | Love                | Reliability     |
| Ambition       | Enthusiasm     | Loyalty             | Resilience      |
| Appreciation   | Ethics         | Making a Difference | Resourcefulness |
| Attractiveness | Excellence     | Mindfulness         | Responsibility  |
| Autonomy       | Expressiveness | Motivation          | Responsiveness  |
| Balance        | Fairness       | Optimism            | Security        |
| Being the Best | Family         | Open-Mindedness     | Self-Control    |
| Benevolence    | Friendships    | Originality         | Selflessness    |
| Boldness       | Flexibility    | Passion             | Simplicity      |
| Brilliance     | Freedom        | Performance         | Stability       |
| Calmness       | Fun            | Personal            | Success         |
| Caring         | Generosity     | Development         | Teamwork        |
| Challenge      | Grace          | Proactive           | Thankfulness    |
| Charity        | Growth         | Professionalism     | Thoughtfulness  |
| Cheerfulness   | Flexibility    | Quality             | Traditionalism  |
| Cleverness     | Happiness      | Recognition         | Trustworthiness |
| Community      | Health         | Risk Taking         | Understanding   |
| Commitment     | Honesty        | Safety              | Uniqueness      |
| Compassion     | Humility       | Security            | Usefulness      |
| Cooperation    | Humor          | Service             | Versatility     |
| Collaboration  | Inclusiveness  | Spirituality        | Vision          |
| Consistency    | Independence   | Stability           | Warmth          |
| Contribution   | Individuality  | Peace               | Wealth          |
| Creativity     | Innovation     | Perfection          | Well-Being      |
| Credibility    | Inspiration    | Playfulness         | Wisdom          |
| Curiosity      | Intelligence   | Popularity          | Wit             |
| Daring         | Intuition      | Power               | Zeal            |

## 2. GROUP YOUR VALUES TOGETHER

Group them in a way that makes sense to you. Notice where they are similar or aligned. Create a maximum of five groupings. Drop the least important grouping(s) if you have more than five groupings.



Community	Happiness	Joy	Compassion	Adventure
Friendship	Safety	Kindness	Peace	Playfulness
Love	Caring	Passion	Empathy	Abundance
Spirituality	Stability	Growth	Calmness	Development
Family	Humor	Making a difference	Warmth	Inspiration
	Health	Leadership	Service	Freedom
		Creativity		

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INSERT YOUR LISTS HERE:

### 3. LABEL YOUR GROUPS OF VALUES

Choose one word within each grouping that represents the label for the entire group and circle it. There are no right or wrong answers. Let your feelings guide you. Tune into which groups and words give you a sense of ease, connection, and confidence.

Community	Happiness	Joy	<b>Compassion</b>	<b>Adventure</b>
Friendship	<b>Safety</b>	Kindness	Peace	Playfulness
Love	Caring	<b>Passion</b>	Empathy	Abundance
Spirituality	Stability	Growth	Calmness	Development
<b>Family</b>	Humor	Making a difference	Warmth	Inspiration
	Health.	Leadership	Service	Freedom
		Creativity		

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### 4. ADD A VERB

Add a verb to each value to see what it looks like as an actionable core value.

**Cherish** Family  
**Cultivate** Genuine Safety  
**Live with** Passion  
**Promote** Compassion  
**Seek** Adventure

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### 5. PRIORITIZE YOUR VALUES

Put your core values in order of importance—do this for yourself. Let go of how you should prioritize them.

**Cultivate** Genuine Safety  
**Cherish** Family  
**Live with** Passion  
**Seek** Adventure  
**Promote** Compassion

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# WHERE TO GO FROM HERE

Identifying your core values is more than an exercise—it's a powerful act of self-leadership. When your values are clear, your choices become clearer. You become more resilient under pressure. More grounded in your presence. More trusted in your leadership.

## Want to go deeper with this work?

→ Book Judd to speak at your next event:  
[juddshaw.com/speaking](http://juddshaw.com/speaking)

→ Bring the *Emotional Resilience Workshop* to your team: [juddshaw.com/emotional-resilience-workshop](http://juddshaw.com/emotional-resilience-workshop)

→ Sign up for sneak peeks of Judd's new book: [juddshaw.com/books/how-live-authentically/](http://juddshaw.com/books/how-live-authentically/)

## THANK YOU FOR DOING THIS WITH ME

This is important work. I know it takes bravery. It is my honor to support you on this journey. You don't have to be perfect to be powerful. You just have to lead from what matters most.

I hope you found this hopeful and impactful, as much as I did. It's an honor to be an agent of change with you—**bravery starts in the heart.**

—Judd

Join the Movement. Follow the Mission  
[@juddshawofficial](https://www.instagram.com/juddshawofficial) on social platforms.



*A gentle reminder: This guide is here to support your journey, but it's not professional advice. Every journey is unique, and how you apply these ideas is completely your choice. By using this guide, you agree that Judd Shaw isn't responsible for any decisions or outcomes that follow. Trust yourself. You've got this.*