

1.3 Professional Values and Life Preferences

One of the most important aspects of professional development resides in understanding what you value in your profession. Review the following list of values as a starting point in determining what will be important to you in your professional life.

Description of Potential Professional Values

1. **Achievement:** Your professional work accomplishes demonstrable outcomes.
2. **Location:** Your career choices allow you to choose where you live.
3. **Service:** Your work focuses on benefits to other individuals or society as a whole.
4. **Loyalty:** Your profession and life involve a series of deep and ongoing relationships.
5. **Balance:** Your work facilitates maintaining a health “work/life” balance.
6. **Leadership:** Your work allows you to function in roles in which you lead others.
7. **Personal Development:** Your work allows you to grow continuously and avoid routines.
8. **Security:** Your work follows an established, known pattern with predictable personal outcomes.
9. **Competition:** Your work takes place in a competitive environment.
10. **Community:** Your work and life place you in an important role within your community.
11. **Wealth:** You receive high compensation for your work and accumulate wealth.
12. **Expertise:** Your work allows you to develop as an expert in your field.
13. **Contentment:** Your work environment is more tranquil and/or little pressure.
14. **Recognition:** Your work brings personal recognition from peers and others.
15. **Prestige:** Your work places you among ‘elite’ members of society.
16. **Power:** Your work places you in a position to influence significant events and outcomes.
17. **Independence:** Your work allows you large control of financial outcomes and your time.
18. **Integrity:** Your work environment places great weight on your personal values.
19. **Challenge:** Your work presents continuing intellectual challenges and growth
20. **Creativity:** Your work allows you to try new things, use your ideas and follow new paths.

Having completed this evaluation as an initial step, now rank the items on the list using the Values Prioritizer Tool on the next page. How to use the Prioritizer?

Step 1. Compare the first entry in Row 1 to the entry in Column 2. (Column 1 should contain the same name as Row 1!). If the Value in Row 1 is more important to you than the Value in Column 2, mark an “X” in the box in where Row 1, Column 2 intersect.

Step 2. Repeat the process across the page for each item in Row 1...and then for each successive Row.

Step 3. When completed, total the number of “X’s” for each Row.

Step 4. Rank each Row in rank order by number of “X’s.” You have now ranked your Values!

Professional Values Prioritizer Worksheet

Enter each row below in sequence and then move left to right. If the item naming the row (below) is MORE important than the item naming the column (across the page), mark the column with a "X". If less important, leave a blank. Total the "X's" for the row. When done, move down to next row and repeat.	1. Achievement	2. Location	3. Service	4. Loyalty	5. Balance	6. Leadership	7. Personal Devel.	8. Security	9. Competition	10. Community	11. Wealth	12. Expertise	13. Contentment	14. Recognition	15. Prestige	16. Power	17. Independence	18. Integrity	19. Challenge	20. Creativity	Total X's This Row	Rank Order of This Row (by number of X's)
1. Achievement	X																					
2. Location		X																				
3. Service			X																			
4. Loyalty				X																		
5. Balance					X																	
6. Leadership						X																
7. Personal Devel.							X															
8. Security								X														
9. Competition									X													
10. Community										X												
11. Wealth											X											
12. Expertise												X										
13. Contentment													X									
14. Recognition														X								
15. Prestige															X							
16. Power																X						
17. Independence																	X					
18. Integrity																		X				
19. Challenge																			X			
20. Creativity																				X		

Enter each row below in sequence and then move left to right. If the item naming the row (below) is MORE important than the item naming the column (across the page), mark the column with a "X". If less important, leave a blank. When you reach the far right side, move down to next row and repeat.

Enter each row below in sequence and then move left to right. If the item naming the row (below) is MORE important than the item naming the column (across the page), mark the column with a "X". If less important, leave a blank. When you reach the far right side, move down to next row and repeat.		1. Friendship	2. Location	3. Enjoyment	4. Loyalty	5. Family	6. Leadership	7. Personal Devel.	8. Security	9. Wisdom	10. Community	11. Wealth	12. Expertise	13. Service	14. Pers. Accompl.	15. Prestige	16. Power	17. Independence	18. Integrity	19. Health	20. Creativity	Total X's This Row	Rank Order of This Row (by number of X's)
1. Friendship	1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	20	1
2. Location	2	X	X																			2	2
3. Enjoyment	3	X	X	X																		3	3
4. Loyalty				X																		1	4
5. Family					X																	1	5
6. Leadership						X																1	6
7. Personal Devel.							X															1	7
8. Security								X														1	8
9. Wisdom									X													1	9
10. Community										X												1	10
11. Wealth											X											1	11
12. Expertise												X										1	12
13. Service													X									1	13
14. Pers. Accompl.														X								1	14
15. Prestige															X							1	15
16. Power																X						1	16
17. Independence																	X					1	17
18. Integrity																		X				1	18
19. Health																			X			1	19
20. Creativity																				X		1	20

Enter each row below in sequence and then move left to right. If the item naming the row (below) is MORE important than the item naming the column (across the page), mark the column with a "X". If less important, leave a blank. When you reach the far right side, move down to next row and repeat.

Work Across the Row, Then Do the Next Row
Ex. In Row 1, If "Friendship" > "Location", Mark with "X"

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1. Friendship		X	X								X	X		X	X	X					7	3
2. Location												X			X	X					3	7
3. Enjoyment		X				X					X	X			X	X					6	T4
4. Loyalty											X	X			X	X					5	6
5. Family	X	X	X	X		X	X		X	X	X	X		X	X	X	X			X	15	1
6. Leadership	X			X							X	X			X	X					6	T4
7. Personal Devel.	X		X			X					X	X	X	X	X	X				X	10	2
8. Security																						
9. Wisdom																						
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