

# HOW TO CREATE CORE VALUES

Before you start recruiting make sure your business has the proper foundation with a mission statement and core values.




## Phase 1 & 2

(1) Select & circle the 15-20 words which align with you and your business. These words can be values or behaviors. If you don't see the words to accurately describe you feel free to add to the list with the blank lines included.

Acceptance	Cooperation	Goals	Open and Honest	Results
Accountability	Creativity	Humor	Partnership	Self-Motivation
Achievement	Discovery	Inclusion	Passionate	Service to Others
Advancement	Diversity	Independent	Perseverance	Stability
Balance	Education	Innovation	Positivity	Support
Caring	Efficiency	Integrity	Professionalism	Sustainability
Clear	Excellence	Involvement	Quality	Teamwork
Collaboration	Family	Knowledge	Recognition	Transparency
Commitment	Focus	Listening	Relationships	Truth
Community	Freedom	Loyalty	Responsibility	Wealth

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(2) Identify 5-9 categories based on the words you selected. You made notice similars which further identify your value set.

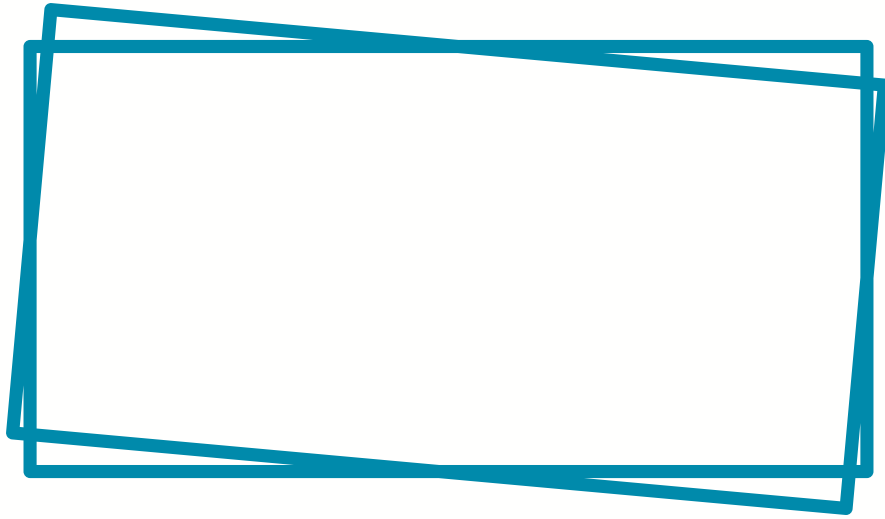
## Phase 3 & 4

**(3) With the categories you've selected start to develop phrases or just use the specific word you've selected.**













**(4) Now you are ready to start finalizing the list of your core values. If you have team member or partners make sure to share your work so far and brainstorm to make sure you aren't missing anything. Once you've completed this exercise formalize your mission statement and core values. This sets the foundation of who you recruit and why you do what you do.**

## Your Final Version

As researcher and author Jim Collins notes, “What we have found is that what really matters is that you actually have core values – not what they are.”



*Write Your Mission Statement*

*Now Document Your Newly Created Core Values*



## CONTACT US

Interested in learning more about core values & building your business? We'd love to talk about all things real estate lead generation & conversion.

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