



Value Map Exercise

That your personality influences your work and what you are good at is obvious, but many of us do *not* have a clear overview of exactly what our values are or what personal attributes we can use in a work setting. **If you want to discover new opportunities for innovation and creativity mapping your values can help.** This mapping will help you choose a direction for new projects or maybe change direction in current projects. You might be surprised to discover values you did not realise were important to you.



Value generation

Start by writing down as many of your personal values as you can think of. Think about what makes you motivated and committed in everyday life and work.

It might help you to think about past and present projects and what motivated you about them—e.g., learning new things, helping others, innovation Or financial success.

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Value sorting

Next, sort the values depending on whether they are always important, sometimes important (depending on the project) or only occasionally important (only in very specific instances).

Always	Sometimes	Occasionally



Value in future projects

Use the value list to choose future projects or to create changes to your current work projects—so that they are better aligned with your values. Ideally, values from your ‘always important’ list should be present in any project you work on. Values from the ‘sometimes’ and ‘occasionally’ list do not need to be present, but you should reflect on them in each new project so as to explore whether they are important in this specific case.

