



## social surf

### Values Clarification Exercise

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Alright, Social Surf enthusiasts, we're going to dive into something that's so crucial, you could think of it as your surfing 'style'. We're talking about values. Yes, those guiding principles that make you, you! Now, I've got a list here that's chock-full of words that describe these values. It's not every value under the sun, but it's enough to fill a surfboard or two. As we wade through this, remember you can hitch a couple of values together, as long as they're really just two sides of the same coin.

For example, if you put "Honesty," "Integrity," and "Truthfulness" on a surfboard, they're pretty much just doing the same trick. But if you try to balance "Honesty," "Integrity," and "Freedom" on there, you might wipeout. **The point is, we're aiming for clarity, like a perfect, crystal-clear wave.** So why are we doing this, you ask? Well, identifying your values is as essential to building your personal brand as knowing how to pop up is to surfing. And let's be real, surfing without knowing how to pop up is as useful as a skateboard in the ocean.

Now I hear you, "But I love all the values!" Well, if everything's a priority, then nothing is. It's like saying, "I'm going to ride all the waves!" Sure you are, champ. So remember, pick your wave... I mean, value... and ride it like a pro! It's how we're going to give your personal brand some serious swell.

Integrity	Wisdom	Discipline	Quality
Honesty	Courage	Elegance	Resilience
Respect	Determination	Frugality	Spirituality
Compassion	Freedom	Grace	Tenacity
Empathy	Gratitude	Heroism	Uniqueness
Perseverance	Harmony	Independence	Virtue
Creativity	Individuality	Joy	Willpower
Innovation	Knowledge	Logic	Xenial (Friendly)
Excellence	Love	Modesty	Yesability
Leadership	Passion	Nobility	(Positive attitude)
Accountability	Trust	Openness	Zing (Enthusiasm)
Ambition	Zeal	Prudence	Benevolence
Balance	Adventure	Quietness	Character
Community	Authenticity	Resourcefulness	Daring
Dependability	Boldness	Serenity	Energy
Diversity	Commitment	Truthfulness	Fortitude
Effort	Diligence	Understanding	Guidance
Encouragement	Enthusiasm	Valor	Humor

Equality	Fairness	Warmth	Insight
Flexibility	Growth	X-factor	Justice
Generosity	Hope	Yearning	Knowledge
Humility	Inspiration	Zealousness	Liberation
Inclusivity	Justice	Altruism	Modesty
Joyfulness	Learning	Bliss	Nobility
Kindness	Mindset	Charm	Optimism
Loyalty	Nurturing	Devotion	Philanthropy
Mindfulness	Positivity	Empowerment	Quality
Optimism	Reflection	Fidelity	Responsibility
Patience	Success	Gratitude	Serenity
Quality	Tolerance	Harmony	Tranquility
Reliability	Unity	Idealism	Unflappability
Resilience	Vitality	Jubilation	Vitality
Self-Control	Wisdom	Kindness	Worthiness
Simplicity	Excellence	Love	Xanadu
Sustainability	Youthfulness	Mastery	(Idealized perfection)
Teamwork	Zest	Novelty	Youthfulness
Understanding	Benevolence	Orderliness	Zeal
Vision	Carefulness	Prosperity	Adventurousness

***Take a few moments to scan through this list and choose your top 5-10 values.***

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_