BRUCE A. THOMAS
LEADERSHIP & DEVELOPMENT

PERSONAL VALUES, PURPOSE & GOALS

WORKBOOK

Discover What Matters Most.
Live With Greater Purpose.



Clarify Your Values • Define Your Purpose • Take Meaningful Action

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Welcome to Your Values Journey

Discover your values | Define your mission | Align your goals

Values are the principles and qualities that matter most to you. They influence how you make decisions, relate to others, and determine what a meaningful life looks like. Your values may evolve as you grow.

This workbook builds on a five-step discovery process: review your experiences, brainstorm, condense, prioritize, and reflect. You will then translate your insights into a personal mission and practical next steps.

What do I hope to gain from this workbook?

Where in my life do I most want greater clarity or alignment?

How to use: Type directly into the pale green fields. Save a copy of your completed PDF to preserve your responses. Work at your own pace; revisit your answers later.

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Step 1 | Review Your Life Experiences

Look for what energizes you, what drains you, and why.

Think about childhood, adolescence, adulthood, work, and home. What did you love, like, tolerate, or dislike? What did those experiences reveal about your needs?

Childhood / teen years

What experiences shaped what matters to you?

Adult life / relationships

When have you felt most fulfilled or frustrated?

Work / contribution

What kinds of work and environments bring out your best?

Home / leisure

Where do you experience joy, meaning, or tension?

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Step 1 | Discover the Patterns

Emotions and repeated experiences often point toward underlying values.

Which themes appeared repeatedly in your life experiences?

When did you feel proud, energized, or deeply satisfied? Why?

When did you feel frustrated or disappointed? Which value may have been unmet?

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Step 2 | Brainstorm Your Values

Write freely. Do not rank or judge your ideas yet.

List words or phrases that answer: What is most important to me? Think about relationships, work, faith or worldview, learning, health, creativity, service, and joy.

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Step 2 | Keep Brainstorming

Return after a day or more and add any values you missed.

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Step 3 | Narrow Your List to Ten

Combine similar ideas and select the clearest word for each value.

Example: Integrity may include honesty, trustworthiness, and truth.
Consider what each value means to YOU, rather than what sounds impressive.

Value 1

Value 2

Value 3

Value 4

Value 5

Value 6

Value 7

Value 8

Value 9

Value 10

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Step 4 | Prioritize Your Values

Choose the values you would protect when competing priorities arise.

Compare values two at a time: If both mattered but you could honor only one in a difficult decision, which would guide you? Rank your ten values below.

Rank 1

Rank 2

Rank 3

Rank 4

Rank 5

Rank 6

Rank 7

Rank 8

Rank 9

Rank 10

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My Top Five | Make Them Real

Define what each value looks like in daily behavior.

Value #1

I live this value when...

Value #2

I live this value when...

Value #3

I live this value when...

Value #4

I live this value when...

Value #5

I live this value when...

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Step 5 | Values Alignment Check

Notice where your current life reflects your priorities - and where it does not.

Where am I already living consistently with my top values?

Where do my choices, commitments, or habits conflict with my values?

What could I stop, start, do less, do more, or continue?

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Discover Your Purpose

Connect your values with the contribution you want to make.

What activities make me feel most alive or useful?

Who or what do I most want to positively influence?

What strengths, gifts, or experiences can I contribute?

What change would I love to see because I was involved?

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Write Your Personal Mission Statement

A mission describes how you intend to live, contribute, and make a difference.

Try this starting point: "I aim to [contribution] by using [strengths] to serve [people or cause], guided by [core values]." Make the statement your own.

My personal mission / purpose statement

Why this mission matters to me

How I will know I am living this mission

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Turn Your Values Into Goals

Choose one or two goals that express your values and support your mission.

Make each goal specific, realistic, meaningful, and time-bound. Identify the first step you can take, rather than trying to change everything at once.

Goal 1: What will I accomplish, and by when?

Which value does this goal honor, and why?

My first step and target date

Goal 2: What will I accomplish, and by when?

Which value does this goal honor, and why?

My first step and target date

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Your 30-Day Values Action Plan

Small consistent choices help turn reflection into meaningful change.

In the next 7 days, I will...

In the next 14 days, I will...

By day 30, I will...

One obstacle I anticipate - and how I will respond...

Who can encourage or hold me accountable?

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Reflect, Revisit, and Grow

Schedule a check-in in 30 days, then revisit your values periodically.

What did I learn about myself?

What surprised me most?

Which one change will have the greatest positive impact?

At my next check-in, what evidence of progress will I look for?

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About Bruce

Leadership development, executive coaching, and purposeful growth



Bruce A. Thomas

Bruce A. Thomas is an executive coach, leadership development professional, trainer, speaker, and Bible teacher.

He is an ICF Professional Certified Coach (PCC), Maxwell Leadership Certified Team member, and Dale Carnegie Leadership Trainer.

Following 22 years in the U.S. Air Force and 21 years in federal civilian service, he brings practical experience in leadership, personal growth, and developing people and teams.

Growing People, Teams, and Organizations for Greatness!

Through Bruce A. Thomas Leadership & Development, Bruce offers executive and leadership coaching, customized workshops, assessments, and speaking engagements to help people lead with clarity, character, and purpose.

Continue your growth journey

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Your completed workbook is yours to keep. You do not need to share your answers.

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