

Below is a list of 15 values arranged in alphabetical order. Your task is to prioritize them in order of their importance to YOU as guiding principles in YOUR job. Then place a “1” next to the value that is most important to you, “2” next to the value that is second most important to you, etc. The value that is least important, relative to the others, should be ranked “15.”

Priorities	WHAT ARE YOUR VALUES?
	BENEFIT TO HUMANITY (Orientation to solving problems and serving the needs of others).
	CONFIDENTIALITY (Guard information on customers, suppliers and department).
	CUSTOMER (Decision making and focus on providing the highest level of customer satisfaction).
	CORPORATE CITIZENSHIP (A good citizen, support charities, protect the environment).
	CRUSH COMPETITION (Decisions to destroy the competition’s ability to take business while your company take theirs).
	EMPLOYEES (The greatest asset and treated with dignity and respect).
	GROWTH (Vital to survival as well as providing opportunities for employees).
	INTEGRITY (Fair prices for products, services and ethical behavior on the part of every member in the company).
	INNOVATION (Experiment with new ideas to develop innovative products, services, and programs to become an industry leader).
	PRODUCT/SERVICE QUALITY (Everything done must be of high quality).
	PROFITABILITY (Generate and retain earnings to accomplish goals).
	REASONABLE PRICES/FEEES (Charge reasonable prices for services performed or products produced).
	RESPONSIVENESS (Customer orders and needs are processed promptly and accurately).
	SHARE OF MARKET (Maximize the share of market for all goods or services)
	TEAMWORK (Creativity and innovation in high quality products through collaboration of talented employees).