

The logo for Helen Foster Coaching is a black hexagon with the name 'Helen Foster Coaching' written in white cursive script. It is set against a vibrant pink and purple watercolor splash and is enclosed within a thin black wireframe of a tetrahedron.

Helen  
Foster  
Coaching

A large, stylized compass rose is the central graphic element. It features a white needle pointing towards the top right, with four main directional points. The background of the compass is a mix of purple, pink, and blue watercolor textures. The title 'The Career Compass' is written in a large, white, cursive font across the center of the compass.

# The Career Compass

**PART 2: VALUES & MOTIVATIONS**

**Four Steps for Women  
in the Media Looking  
for a New Direction**

[www.helenfostercoaching.co.uk](http://www.helenfostercoaching.co.uk)



# 2. Values & Motivations

Welcome to Part 2. Having completed the Blob Tree exercise, you should be able to visually see where you are now, and where you would like to be. With this in mind why not find out your values and motivations?

Your values direct your internal compass and generate the motivation to get you up in the morning.

When you have a better idea of your values, you have a better understanding of how you tick and if your ambition, your values and your motivations are in sync.

## Values Exercise



### Instructions

To identify your values, have a look at these words. Read through them and ring the ones you are instinctively attracted to. Do not over think this exercise.

|                 |                  |               |
|-----------------|------------------|---------------|
| Abundance       | Balance          | Composure     |
| Acceptance      | Beauty           | Concentration |
| Accessibility   | Being the best   | Confidence    |
| Accomplishment  | Belonging        | Conformity    |
| Accuracy        | Benevolence      | Congruency    |
| Achievement     | Bliss            | Connection    |
| Acknowledgement | Boldness         | Consciousness |
| Activeness      | Bravery          | Consistency   |
| Adaptability    | Brilliance       | Contentment   |
| Adoration       | Buoyancy         | Continuity    |
| Adroitness      | Calmness         | Contribution  |
| Adventure       | Camaraderie      | Control       |
| Affection       | Candour          | Conviction    |
| Affluence       | Capability       | Conviviality  |
| Aggressiveness  | Care             | Coolness      |
| Agility         | Carefulness      | Cooperation   |
| Alertness       | Celebrity        | Cordiality    |
| Altruism        | Certainty        | Correctness   |
| Ambition        | Challenge        | Courage       |
| Amusement       | Charity          | Courtesy      |
| Anticipation    | Charm            | Craftiness    |
| Appreciation    | Chastity         | Creativity    |
| Approachability | Cheerfulness     | Credibility   |
| Articulacy      | Clarity          | Cunning       |
| Assertiveness   | Cleanliness      | Curiosity     |
| Assurance       | Clear-mindedness | Daring        |
| Attentiveness   | Cleverness       | Decisiveness  |
| Attractiveness  | Closeness        | Decorum       |
| Audacity        | Comfort          | Deference     |
| Availability    | Commitment       | Delight       |
| Awareness       | Compassion       | Dependability |
| Awe             | Completion       | Depth         |



# Exercise



Desire  
Determination  
Devotion  
Devoutness  
Dexterity  
Dignity  
Diligence  
Direction  
Directness  
Discipline  
Discovery  
Discretion  
Diversity  
Dominance  
Dreaming  
Drive  
Duty  
Dynamism  
Eagerness  
Economy  
Ecstasy  
Education  
Effectiveness  
Efficiency  
Elation  
Elegance  
Empathy  
Encouragement  
Endurance  
Energy  
Enjoyment  
Entertainment

Endurance  
Energy  
Enjoyment  
Entertainment  
Enthusiasm  
Excellence  
Excitement  
Exhilaration  
Expectancy  
Expediency  
Experience  
Expertise  
Exploration  
Expressiveness  
Extravagance  
Extroversion  
Exuberance  
Fairness  
Faith  
Fame  
Family  
Fascination  
Fashion  
Fearlessness  
Ferocity  
Fidelity  
Fierceness  
Financial  
Firmness  
Fitness  
flexibility  
Flow

Fluency  
Focus  
Fortitude  
Frankness  
Freedom  
Friendliness  
Frugality  
Fun  
Gallantry  
Generosity  
Gentility  
Giving  
Grace  
Gratitude  
Gregariousness  
Growth  
Guidance  
Happiness  
Harmony  
Health  
Heart  
Helpfulness  
Heroism  
Holiness  
Honesty  
Honour  
Hopefulness  
Hospitality  
Humility  
Humour  
Hygiene



# Exercise



Imagination  
Impact  
Impartiality  
independence  
Independence  
Industry  
Ingenuity  
Inquisitiveness  
Insightfulness  
Inspiration  
Integrity  
Intelligence  
Intensity  
Intimacy  
Intrepidness  
Introversion  
Intuition  
Intuitiveness  
Inventiveness  
Investing  
Joy  
Judiciousness  
Justice  
Keeness  
Kindness  
Knowledge  
Leadership  
Learning  
Liberation  
Liberty  
Liveliness  
Logic  
Longevity  
Love  
Loyalty  
Majesty  
Making a difference

Mastery  
Maturity  
Meekness  
Mellowness  
Meticulousness  
Mindfulness  
Modesty  
Motivation  
Mysteriousness  
Neatness  
Nerve  
Obedience  
Open-mindedness  
Openness  
Optimism  
Order  
Organization  
Originality  
Outlandishness  
Outrageousness  
Passion  
Peace  
Perceptiveness  
Perfection  
Perkiness  
Perseverance  
Persistence  
Persuasiveness  
Philanthropy  
Piety  
Playfulness  
Pleasantness  
Pleasure  
Poise  
Polish  
Popularity

Potency  
Power  
Practicality  
Pragmatism  
Precision  
Preparedness  
Presence  
Privacy  
Proactivity  
Professionalism  
Prosperity  
Prudence  
Punctuality  
Purity  
Realism  
Reason  
Reasonableness  
Recognition  
Recreation  
Refinement  
Reflection  
Relaxation  
Reliability  
Religiousness  
Resilience  
Resolution  
Resolve  
Resourcefulness  
Respect  
Rest  
Restraint  
Reverence  
Richness  
Rigor  
Sacredness





# Exercise



Sacrifice  
 Saintliness  
 Sanguinity  
 Satisfaction  
 Security  
 Self-control  
 Selflessness  
 Self-reliance  
 Sensitivity  
 Sensuality  
 Serenity  
 Service  
 Sexuality  
 Sharing  
 Shrewdness  
 Significance  
 Silence  
 Silliness  
 Simplicity  
 Sincerity  
 Spontaneity  
 Spunk  
 Stability  
 Stealth  
 Stillness  
 Strength  
 Structure

Success  
 Support  
 Supremacy  
 Surprise  
 Sympathy  
 Synergy  
 Teamwork  
 Temperance  
 Thankfulness  
 Thoroughness  
 Thoughtfulness  
 Thrift  
 Tidiness  
 Timeliness  
 Traditionalism  
 Tranquillity  
 Transcendence  
 Trust  
 Trustworthiness  
 Truth  
 Understanding  
 Unflappability  
 Uniqueness  
 Unity  
 Usefulness  
 Utility  
 Valour

When you have done this, identify the 20 most powerful values that resonate with you. Write them on a separate piece of paper. They do not have to be in any particular order.

Then on another sheet of paper, reduce your list from 20 to 10. Be disciplined with yourself. Only pick 10. Which values stand out for you?

Write down why you have chosen these 10 values.

Now, from the list of 10, you must choose the five values which are most important to you.

- 1.
- 2.
- 3.
- 4.
- 5.

These are your core values.

When you seen them written down in black and white, what do you learn about yourself.?

What does it reveal about the things that are important to you? Are you surprised in any way?

Be curious.

Call me on 07976 729 636 to discuss further. Or drop me an email: [helen@helenfostercoaching.co.uk](mailto:helen@helenfostercoaching.co.uk).

What you learn may provoke deep thinking and soul searching. Whatever feelings you have you work this through in parts 3 & 4 - Beating the Obstacles and Taking Action.

