



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

Success Through Failure Podcast

Action Plan Episode #324

### **Why and How to Create Personal Core Values**

“Core Values” is not just a buzzword.

There's a reason why gurus and life coaches often preach about the importance of core values; about having a mission and vision statement in your life.

So why?

What are core values? How exactly do they improve your life? Your success?

In this episode, I'll not only explain how you actually leverage them to help you live better but also reveal the process of discovering your personal values so you can change the course of your life.

This could very well be the most important podcast episode you'll ever listen to, so take action and tune in now!

### **Top Quotes From This Episode**

*“When you have these core values defined, it makes things simpler. It brings you clarity of action and peace of mind.”*

*“If you feel like you're out of alignment in your life, it's probably because you have this core value that you're not living in alignment with. Or you're not making the decisions that align with that value.”*

*“In your path to finding success, you're going to have failures. That's just part of the process. Success through failure ain't just the name of a podcast.”*

*“When you align goals with your core values, you find consistency and resilience and you have meaningful goals— the right goals for you.”*

*“Until you make the unconscious conscious, it will control your life and you will call it fate.” (Carl Jung)*

## Show Notes

This episode touches on the following key topics and ideas:

- **My success through failure journey (1:29):** The importance of core values and how I discovered this in my own life.
- **Core values as your compass (5:25):** Your core values are like a compass that helps you measure your actions and habits. They also make things simpler— not easier— but at least simpler.
- **Out of balance (7:31):** You can have these goals that are aspirational, something you wish you did more of you wish you were doing more, but you're not. But once you get clarity, you can start realigning your life.
- **Compass exercise (8:26):** The workshop I did with my clients about core values during the [Pathfinder Retreat](#).
- **How to MAKE your core values a compass? (9:25):** (1) Memorize your core values and (2) align your goals with your core values.

If you want to go in-depth with this, join me on December 30 for the Goal Setting Work Session. Just text me at 571-210-5450 for early access to the event.

- **How do you do this? (12:00):** Do a [Productive Pause](#) and ask yourself the right questions:
  - What do you want people to say at your funeral?
  - What if I doubled my income? How will that change my life?
  - What if one day, you wake up to a miracle day? What would that day look like for you?
  - What are the characteristics of the people you admire? Why do you admire them?

Based on these questions, what are the values that you discover? Use this [List of Value Words](#) as a reference.

- **Memory device (16:00):** Create a mnemonic for your core values to help you remember them:
  - **4F:** Faith, family, fitness, fun
  - **B.A.M.F.:** Balance, activity, mentor, family
  - **F.A.I.T.H.:** Faith, fAmily, marrlage, fiTness, Hard work
- **The process (19:43):** After you do the work to crystallize those core values, create goals, write them down, then write the values that align with those goals.

## **List of Resources Mentioned in the Episode**

[JimHarshawJr.com/ProductivePause](http://JimHarshawJr.com/ProductivePause)

["Pulp Fiction"](#) (*movie*)

## **Want to talk to a personal performance coach?**

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: [JimHarshawJr.com/APPLY](http://JimHarshawJr.com/APPLY)

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

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