



COREvalue™ Quadrants

ARTISTIC

Artistry
Connection
Creativity
Experience
Humor
Optimism

INSPIRED

Courage
Empathy
Faith
Generosity
Gratitude
Wisdom

PRODUCTIVE

Achievement
Determination
Health
Independence
Knowledge
Strength

ETHICAL

Forgiveness
Integrity
Justice
Loyalty
Respect
Responsibility



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ARTISTIC

How do I engage in the moment?

Creative and expressive in nature. They think outside the box and admire originality. They are drawn toward metaphor, allegory, and symbolic ways of communicating concepts and ideas.

INSPIRED

What is ideal in this moment?

Driven to reach for the ideal – the best and noblest aspects of humankind. They seek to inspire and be inspired. They desire a world as it should be, and they work to achieve that ideal.

PRODUCTIVE

What is optimal in this moment?

Results-oriented and looking for ways to measure outcomes. Motivated to make a tangible impact on society and the world. Self-disciplined and independent. They pride themselves on slow and steady wins the race.

ETHICAL

What is good and right in this moment?

Driven by doing the right thing. They act on principle and are guided by ethics and morality. They tend to revolve around notions of right and wrong, good and evil, should and shouldn't.



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ARTISTIC

- ✓ Begin with a personal comment – break the ice
- ✓ Present your case softly, non-threateningly
- ✓ Ask ‘how?’ questions to draw their opinions
- ✗ Rushing headlong into business
- ✗ Being domineering or demanding
- ✗ Force clients to respond quickly to your objectives

INSPIRED

- ✓ Provide a warm and friendly environment
- ✓ Don’t deal with a lot of details (put them in writing)
- ✓ Ask ‘feeling’ questions to draw their comments
- ✗ Being curt, cold, or tight-lipped
- ✗ Controlling the conversation
- ✗ Driving on facts and figures, alternatives, and abstractions

PRODUCTIVE

- ✓ Be clear, specific, brief and to the point
- ✓ Stick to business
- ✓ Be well prepared with support material in a well-organized ‘package’
- ✗ Talking about things that are not relevant to the issue
- ✗ Leaving loopholes or cloudy issues
- ✗ Appearing disorganized

ETHICAL

- ✓ Prepare your ‘case’ in advance
- ✓ Stick to business
- ✓ Be accurate and realistic
- ✗ Being giddy, casual, informal, loud
- ✗ Pushing too hard or being unrealistic with deadlines
- ✗ Being disorganized or messy