**CPBL 401 Week 4 Values Plan: TalkBoard: Case Study: Developing Core Values for a Future Business Leader**

Dr. John DeMartini’s Core Values Approach will help Alex take a real look at what actually matters to him—not just what I think *should* matter. His 13 questions will push him to notice where his time, energy, and money is already spent, and that will give him a clearer picture of what drives him on a deeper level. That kind of clarity is huge when it comes to leading and motivating his team.

If he wants to lead in a way that’s authentic and motivating, it starts with living his values and not just talking about them. For example, if one of his top values is growth, he can’t just expect his team to develop without showing that he is also working on himself. That means asking for feedback, taking risks, and creating a space where learning is encouraged. People respond more to what they *see* than what they’re told.

To build a strong team culture, Alex needs to make sure the values he cares about show up in how his team works together. That might mean shifting how they recognize wins, making space for more honest conversations, or being more intentional with how decisions are made. Culture doesn’t just happen; it's something they will all have to keep shaping over time to make sure it reflects what the team stands for.

These questions will also help Alex figure out how to set goals that mean something. Instead of chasing status or checking boxes, he can focus on goals that are aligned with his core values like mentoring others, building something creative, or starting projects that solve real problems. When goals are built on values, it’s way easier to stay motivated and push through the tough stuff. Our founder Phil Richard’s has a saying “when values are clear, then decisions are easy.”

At the end of the day, knowing and using his core values will help Alex show up more fully as a leader, and as a person.