

Small Fish's Core Value Cards



The **Small Fish's Core Values Cards** is a tool to help you (as an individual or as an organisation) understand better your inner belief and core value. Each individual would have a set of belief and values that are deemed to be important to us, there is where each of us would respond and act differently when we encounter a situation.

Used this tool to discover your own core values and communicate these values with your family, friends, and colleagues. Sometimes, an argument could have to be avoided if we have understood the other person's perspective.

The **Small Fish's Core Value Cards** is designed for easy to play and analyse the outcome. Here are some ideas on 'HOW' these cards could be handy to you:

- To discover what are the Top 5 Core Values which are important to you (as a person)
- To identify your personal goals and direction
- To create a 90 days action plan moving forward
- To understand your family, friends and colleagues better
- Used as a character analysis tool during a job interview (for interviewee)
- Our core values may change from time to time and on different situations, use the tool whenever you needed it
- As a playing card for ice-breaking for an event, training session or simply for fun

Values Grouping & Analysis

The Small Fish Core Values Cards consisted of 52 unique core values that any individual / organisation can apply. These 52 core values are divided into 4 different categories:

- [The Shark's Core Values](#)
- [The Dolphin's Core Values](#)
- [The Clown Fish's Core Values](#)
- [The Flying Fish's Core Values](#)

[The Shark's Core Values](#)

The person who possesses the Shark's core values is someone who is determined and confident. They enjoy being successful and would like to make a difference in their career and the people around them.

These people are those who are risk takers and will go all out for their goals. Just like a shark, it will not quit until it catches its prey.

Suitable Career:

Sales | Project Management | Entrepreneur

[The Dolphin's Core Values](#)

This group of people is passionate about learning and self-development. They constantly will find ways to improve themselves, acquire new skills and knowledge. They are normally pretty open-minded and will accept for new suggestions and ideas.

With such, they often become the role model and inspiration for other people. People often admire their creativity and multiple talents. Just like an intelligence dolphin.

Suitable career:

Marketing | Creativity works | Training

[The Clown Fish's Core Values](#)

The clown fish's personality has deviated to love and freedom. One of the important goals these people carry is to live a happy healthy life, free from worry. Sincerity and honesty are some of the key values they shared.

Normally this group of people who tend to be more cheerful and life is full of abundance. Just like 'Nemo' the clown fish.

Suitable career:

Hospitality Industry | Entertainer | Customer Service

[The Flying Fish's Core Values](#)

People who fall into this category are people who highly appreciate teamwork. They are a good communicator and will always seek to understand first before being understood. They treasure in building good relationships among people.

If you look closely, flying fish normally travel in a group, and helping each other to find foods and escape from danger are their basic nature. Making them good collaborators.

Suitable career:

Public Relation | Personal Care | Financial Planning

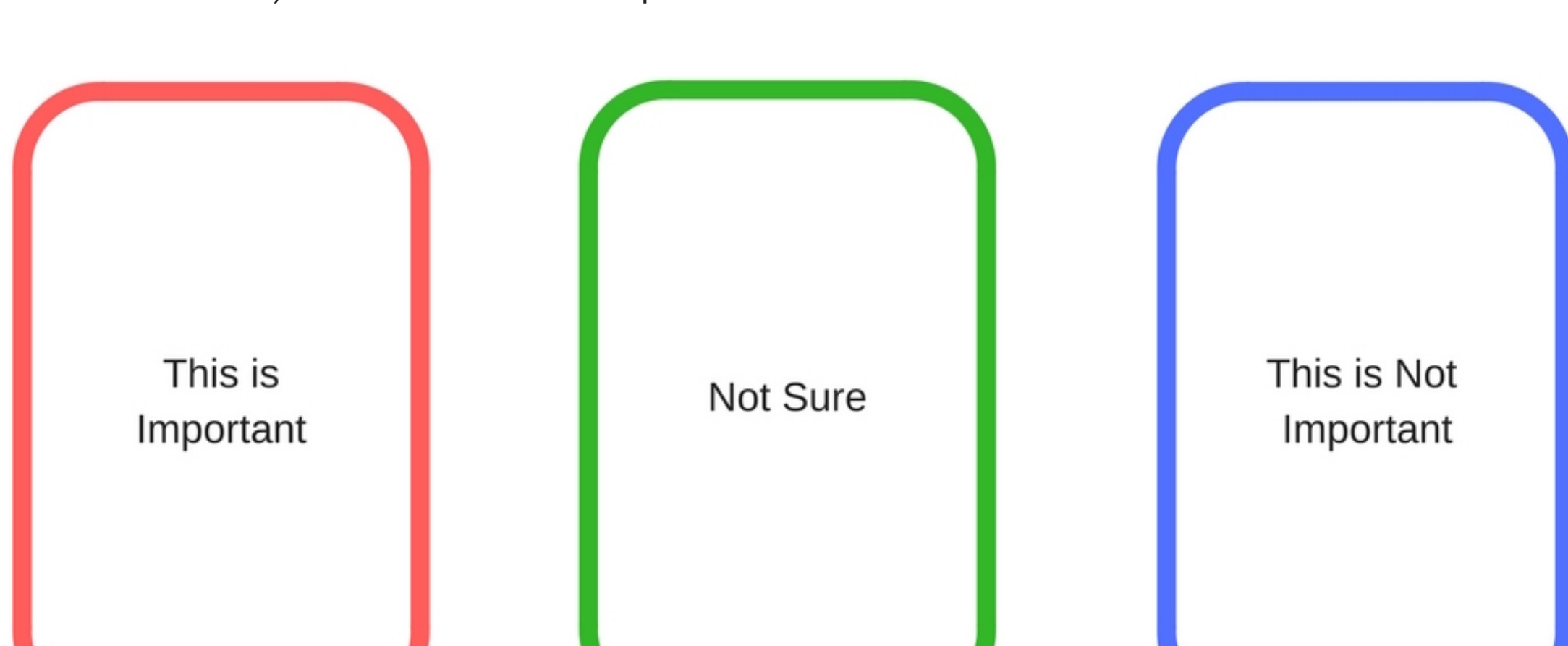
Playing Methods

Small Fish's Core Value Cards can work in many ways, a tool for self-discovery, learning what are the values important for yourself or learning the core values of others. There is no restriction or any fixed rules to comply, a user can use the cards to your deemed fit, serving your situation and needs.

Here are some suggestions on how we can use the cards:

1. Identifying Self (Organisation) Core Values:

- Clear your table and find some space
- Identify three areas on the table as shown in the picture below. 1) Area of "This is Important", 2) Area of "Not Sure" and 3) Area of "This is Not Important"



- Pick a value card and place it on one of the areas which best describe you. Example: if you pick up the card of "Power", is this card important to you? Not important to you or Not Sure?
- Continue the process until all 52 cards are done.
- You can keep all the "Not Important" cards aside, and relook at those which are "Not Sure". Pick and place again on the "Import" and "Not Important" Areas.
- Until you have finished all the cards, now look at those values which you marked as "Important", these are some of the values which are important to you as a person or as an organisation.
- Analyse the outcome of the values, see which color you would have more.

2. Discussion On a Value:

- If you are gathering among family, friends or colleagues, and like to begin a discussion on some of the values you have.
- You can use the cards as a discussion tool to kick start your discussion topic.
- Shuffle the cards, and pick a card randomly. For example, the value of "Love" is been picked, then begin the discussion what you and friends think about the value of "Love".
- Pick another card when the first card is done and continues the process until you all feel it is enough.