



## Values

Your Values are your motivators that give you motivation. Your core values have been in place from your early years and certainly before the age of 10. They do change as you experience life and, as they sit at an unconscious level, it is important to know what they are consciously and to use them to make decisions with in your life and your business.

### Symptoms



Here are the symptoms to score yourself on before you get the prescription

Unhealthy	Healthy
<p>I am not aware of what values are</p> <p>I don't know what is important to me</p> <p>I don't recognize why I feel uncomfortable</p> <p>I didn't know that my values are linked to my beliefs and are therefore key in my business success</p>	<p>I know what my values are</p> <p>I know where my values have come from</p> <p>My goals and my values are aligned</p> <p>I regularly think about whether I am ticking my values in my business</p> <p>I recognise that my feelings come from my thoughts that are connected to my values and beliefs</p>

## Self-diagnosis



Score yourself on a scale of 1 to 10 where 1 is unhealthy and 10 is healthy

Write down your score before the prescription .....

## Prescription



Watch the video about values and live coaching video where Steve works out his top 4 values for his business.

On the next pages is a list of values that you can use to do this exercise.

**Important!!** Write down your values before you look at the following list – Ask yourself this question.

**“What is important to you about running your business?”**

Your task is to write down at least 30 words - you can add to them from the list on the next page if you're running out

<b>Abundance</b>	<b>Changeability</b>	<b>Democracy</b>	<b>Giving</b>
<b>Acceptance</b>	<b>Charity</b>	<b>Dependability</b>	<b>Goodness</b>
<b>Accomplishment</b>	<b>Chastity</b>	<b>Determination</b>	<b>Goodwill</b>
<b>Accountability</b>	<b>Cheerful</b>	<b>Discipline</b>	<b>Gracious</b>
<b>Accuracy</b>	<b>Citizenship</b>	<b>Diversity</b>	<b>Gratitude.</b>
<b>Achievement</b>	<b>Class</b>	<b>Easygoing</b>	<b>Hardworking</b>
<b>Adaptable</b>	<b>Clear thinking</b>	<b>Education</b>	<b>Helpful</b>
<b>Adventure</b>	<b>Collaboration</b>	<b>Efficiency</b>	<b>Honesty</b>
<b>Allegiance</b>	<b>Commitment</b>	<b>Empathy</b>	<b>Honor</b>
<b>Altruism</b>	<b>Community</b>	<b>Encouragement</b>	<b>Hope</b>
<b>Ambition</b>	<b>Compassion</b>	<b>Equality</b>	<b>Humility</b>
<b>Appreciation</b>	<b>Competence</b>	<b>Equity</b>	<b>Independence.</b>
<b>Articulacy</b>	<b>Competitive</b>	<b>Excellence</b>	<b>Individuality</b>
<b>Assertiveness</b>	<b>Composure</b>	<b>Fairness</b>	<b>Industrious</b>
<b>Aspiration</b>	<b>Concern</b>	<b>Faith</b>	<b>Influence</b>
<b>Autonomy</b>	<b>Conscientious</b>	<b>Faithful</b>	<b>Ingenuity</b>
<b>Aware</b>	<b>Consideration</b>	<b>Fidelity</b>	<b>Initiative</b>
<b>Assiduous</b>	<b>Consistency</b>	<b>Flexibility</b>	<b>Insightful</b>
<b>Authenticity</b>	<b>Constancy</b>	<b>Focus</b>	<b>Integrity</b>
<b>Balance</b>	<b>Cooperation</b>	<b>Forgiveness</b>	<b>Intelligence</b>
<b>Benevolence</b>	<b>Courage</b>	<b>Fortitude</b>	<b>Joy</b>
<b>Bold</b>	<b>Courtesy</b>	<b>Freedom</b>	<b>Justice</b>
<b>Brilliance</b>	<b>Creativity.</b>	<b>Friendship</b>	<b>Kindness</b>
<b>Calmness</b>	<b>Credibility</b>	<b>Fun</b>	<b>Law-abiding</b>
<b>Camaraderie</b>	<b>Decency</b>	<b>Generosity</b>	<b>Leadership</b>
<b>Caring</b>	<b>Decisive</b>	<b>Gentle</b>	<b>Learning</b>
<b>Challenge</b>	<b>Dedication</b>	<b>Genuine</b>	<b>Liberty</b>

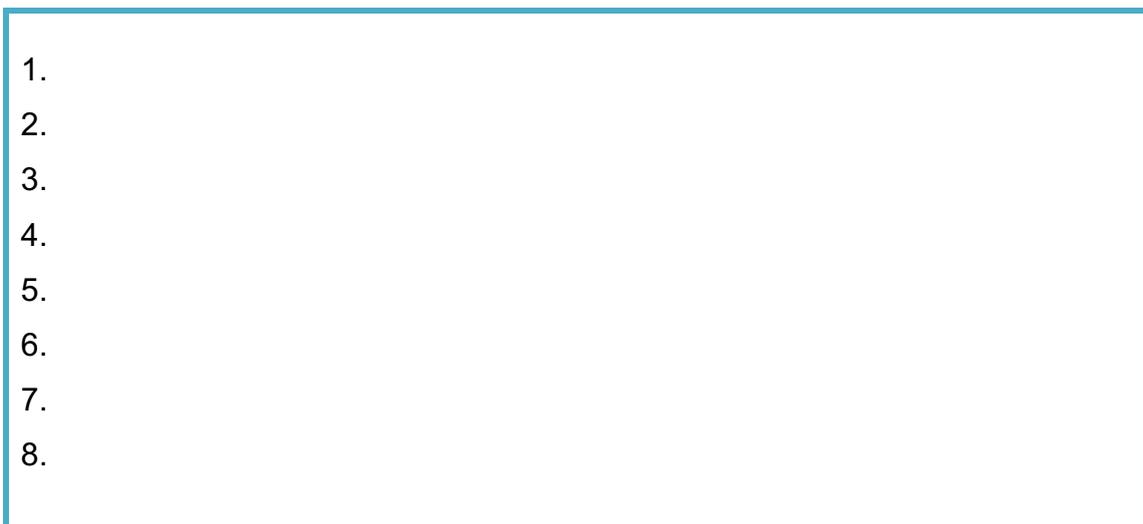
<b>Love</b>	<b>Prudence</b>	<b>Sensitivity</b>	<b>Tranquility</b>
<b>Loyalty</b>	<b>Punctuality</b>	<b>Sagacity</b>	<b>Trustworthy</b>
<b>Mindful</b>	<b>Purity</b>	<b>Self-control</b>	<b>Understanding</b>
<b>Moderation</b>	<b>Reason</b>	<b>Significance</b>	<b>Unique</b>
<b>Obedience</b>	<b>Recognition</b>	<b>Simplicity</b>	<b>Unity</b>
<b>Optimism</b>	<b>Reconciliation</b>	<b>Sincerity</b>	<b>Virtue</b>
<b>Patience</b>	<b>Reliability</b>	<b>Sobriety</b>	<b>Vitality</b>
<b>Peace</b>	<b>Repentance</b>	<b>Stamina</b>	<b>Warmth</b>
<b>Perseverance</b>	<b>Resilience</b>	<b>Stewardship</b>	<b>Willing</b>
<b>Personal Growth</b>	<b>Resourceful</b>	<b>Strength</b>	<b>Wisdom</b>
<b>Philanthropy</b>	<b>Respect</b>	<b>Supportive</b>	<b>Witty</b>
<b>Practicality</b>	<b>Responsibility</b>	<b>Thoughtful</b>	
<b>Professionalism</b>	<b>Results-oriented</b>	<b>Tolerance</b>	
<b>Promise-keeping</b>	<b>Righteous</b>	<b>Tradition</b>	

Look at the list that you have written down, think about what is important to you in your business and pick out your top 8.

Write the top 8 in this box below. Make sure that you have all of the important ones. They don't need to be in a specific order.



Then pick out the top one and write that down at number 1



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Once you have done this, pick out the number 2. Do this until you have ordered the 8.

Then follow the instructions on the course video to really check out the order. It takes about ½ hour when I am doing this with a client to be sure that they have them in the right order.

Now write down your top 4

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

Make sure that you write this list in your journal and anywhere else where you can look at it on a regular basis and keep the top 4 in your consciousness. They are your drivers and you will want to make sure that you are ticking these in your business. Put them on a screen saver and on a piece of paper that you carry around with you. THIS IS VERY IMPORTANT!

### Symptoms



Now review your symptoms and scores following the prescription

Unhealthy	Healthy
<p>I am not aware of what values are</p> <p>I don't know what is important to me</p> <p>I don't recognize why I feel uncomfortable</p> <p>I didn't know that my values are linked to my beliefs and are therefore key in my business success</p>	<p>I know what my values are</p> <p>I know where my values have come from</p> <p>My goals and my values are aligned</p> <p>I regularly think about whether I am ticking my values in my business</p> <p>I recognise that my feelings come from my thoughts that are connected to my values and beliefs</p>

## Self-Diagnosis



Your score out of 10 after the prescription is.....

## Reflections



### Reflection

How have your scores changed?

You will probably have lots of reflections about what is important to you about your business. Write them down here.

Do you “tick” all of your values or are you doing things that go against your values?

**Actions:**