

Clarify Your Values

Values are the guiding principles of our life. They help us navigate through the maze of daily choices and decisions. The clearer we are about them, the clearer our words, and most importantly, our actions can be.

Since our actions speak louder than our words it is essential that we are also clear about how we live our values:

- What are the actions we take when we live in alignment with our values?
- How are we showing up when we are expressing a particular value that is important to us?

Without action our values are nothing but nice words. That's why I invite you to come up with verbs or action statements that describe how you choose to live and express your selected core values.

Here are the questions to ponder as you identify your core values:

1. What attributes do you/your business want to be known for?
2. Why do these attributes matter to you?
3. In the most meaningful compliments/feedback have you received so far, with which characteristics are you and/or your business described?
4. What principles matter so much to you that you cannot imagine a life without them? In which values are these principles rooted?
5. What do you find upsetting when you see it **not** being honoured?

Exercise:

1. Take the attached long list of values and, in the steps described on the list, narrow it down to the 5-7 most important ones
2. To each of your 5-7 core values, add verbs or action statements to describe how you see yourself apply and practically live these values.

Example: If your value is 'honesty' your value statement could look like this:

"Honesty: I always tell the truth even if it is uncomfortable or to my disadvantage."

Have fun with the exploration!