

02a Your Values

Always Important

Sometimes Important

Rarely Important

Never Important

Do

Work alone for this exercise. Find a quiet place where you can reflect and think...

You are going to capture and organise your personal values. Think of them as the things that make you feel truly alive and passionately committed to what you are doing in your business.

For one person it might be things like service to others, for another it might be creativity or innovation, for someone else it might be honesty, ecological awareness or leadership.

Using your stickies write down all of the values that are important to you. Write down lots of them – more than you might think are useful. See examples of values on page 12 in Handbook 02 to help get you started.

When you have got plenty (ten or more), place them in the relevant columns. Don't worry about getting it right first time – swap them around until you have them in the right place. To focus your activities, have a maximum of five in the 'Always Important' column.

Show your completed worksheet to someone who knows you well and ask for their feedback.