

DISCOVER YOUR VALUES AND CREATE YOUR MISSION STATEMENT

WHY VALUES MATTER PERSONALLY AND IN YOUR BUSINESS

Values are important to us all... we are led by them in our daily life, whether we recognise them or not, and they guide our decision making in everything that we do....

6 KEY REASONS WHY KNOWING AND LIVING YOUR VALUES IS SO IMPORTANT:

1. VALUES HELP YOU REGAIN SELF-RESPECT

Knowing and communicating your values will help you raise your self awareness, increase yourself- respect and it will also improve your relationships and overall happiness.

2. VALUES HELP YOU BE CLEAR ABOUT WHAT YOU WANT

Your personal values play an important role in your personal life and career and business decision making. We need to KNOW the values that are of great importance to us first and then avoid compromising them in any way.

If you don't know what your values are, then you will have a hard time figuring out what it is that you are actually looking for to be satisfied and happy in your business.

And if you don't know what you want, then you most likely won't know when you have it.

3. VALUES HELP YOU IN MAKING DECISIONS

Knowing your values and what you want will help you making choices in your business and your life on a day to day basis. When you can communicate your values clearly, others can help you achieve them or you can choose to move on if your values aren't met.

4. VALUES HELP YOU ENJOY YOUR BUSINESS/WORK (AND PERSONAL LIFE)

Values drive our behaviour. Some values can change over time, but our core values stay. When you find a common denominator in your value system with you and your partner/ employer/business, then chances are that you will feel a lot of fulfilment in your relationship or at work.

5. VALUES KEEP YOU FOCUSED AND MOTIVATED

Living in accordance with our values keep us motivated and happy in all areas in our lives.

6. VALUES HELP YOU BUILD YOUR BUSINESS BRAND

Selecting your values and then result you creating your mission / why statement and thus helps with installing 'you' into your brand.



UNLOCKING YOUR VALUES



Achievement	Compassion	Diversity	Freedom
Adventure	Competence	Duty	Friendship
Autonomy	Competition	Eco-awareness	Fun
Beauty	Cooperation	Economic security	Giving
Boldness	Connectedness	Effectiveness	Global view
Being the best	Contribution	Empathy	Growth
Belonging	Courage	Equality	Hard working
Caring	Creativity	Excellence	Harmony
Challenge	Curiosity	Fairness	Health
Charity	Decisiveness	Fame	Helpfulness
Communication	Determination	Family	Honesty
Community	Discipline	Flexibility	Hope

VALUE EXAMPLES



Humility	Love	Reason / thought	Spirituality / faith
Impact	Loyalty	Recognition	Sport
Independence	Open- mindedness	Relationships	Strength
Ingenuity	Order	Resilience	Support
Inner Harmony	Passionate	Respect	Teamwork
Innovation	Patience	Responsibility	Trust
Integrity	Personal	Risk-taking	Truth
Intelligence	development	Security	Uniqueness
Justice	Power	Self-control	Valued by others
Kindness	Productivity	Service	Variety
Leadership	Professionalism	Sharing	Wealth
Learning	Quality	Simplicity	Wisdom

THE EXERCISE

1. SELECT INITIALLY APPROXIMATELY 10-20 VALUES THAT YOU RELATE TOO..

often easy way to work this out, is to recognise the opposite to values you dislike in others...

2. FOR EACH VALUE ASK YOURSELF 'WHY IS THIS VALUE IMPORTANT?'

3. WRITE NOTES ABOUT YOUR THOUGHTS THAT COME TO YOU.

eg: value honesty, ask "why is honesty important?" because "i do not want the consequences of being dishonest," or "i feel good when honest" or "i dont like when others are dishonest to me."



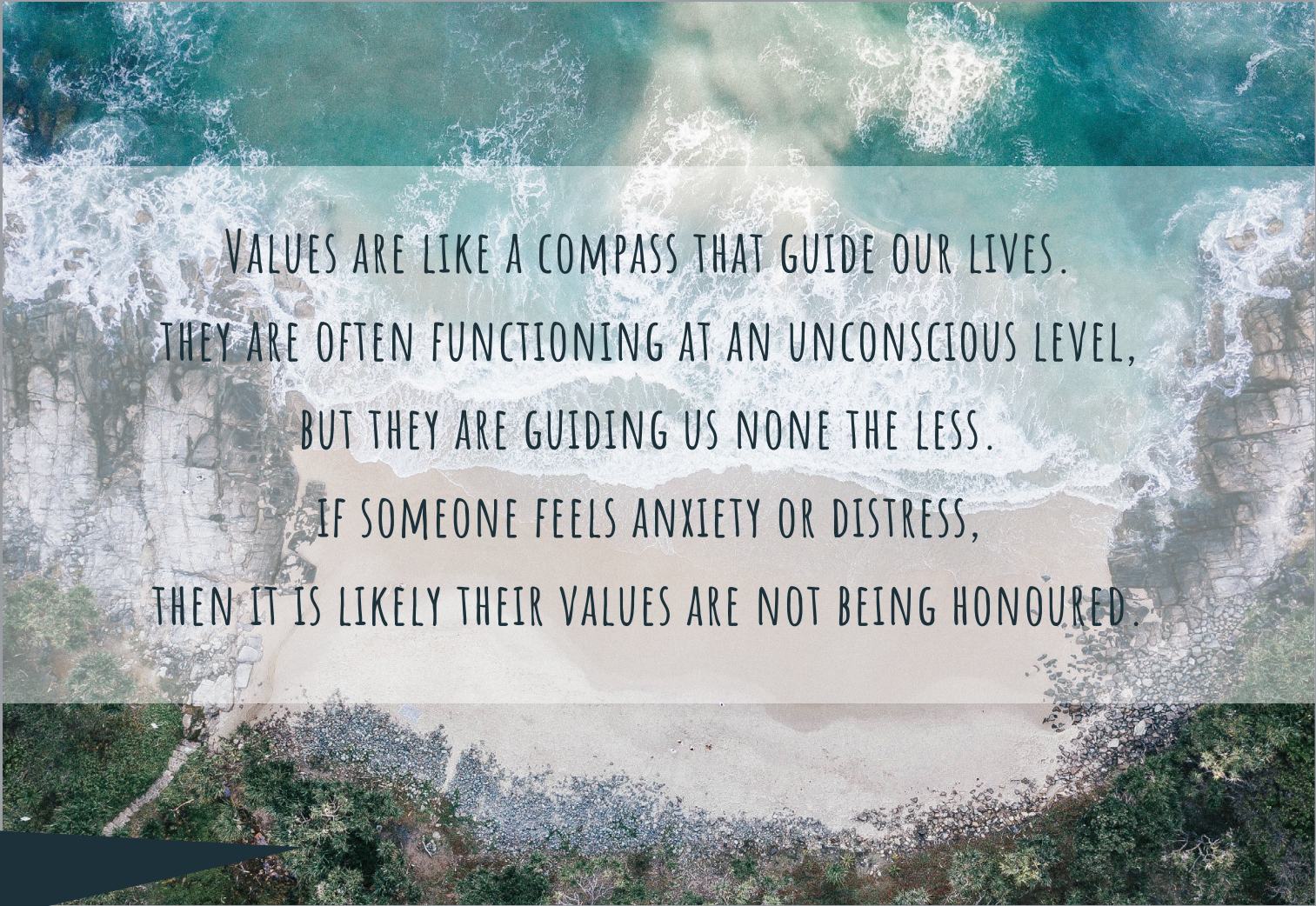
You want to end up with a list in order of importance of approximately 5 words /values, you may start with many and have to rewrite and reduce many times

- BE PATIENT AND TAKE YOUR TIME.

- 1.
- 2.
- 3.
- 4.
- 5.

There is no wrong answer here, just your personal values and you may find lots of writing and crossing out as you take your time to work them out.





VALUES ARE LIKE A COMPASS THAT GUIDE OUR LIVES.
THEY ARE OFTEN FUNCTIONING AT AN UNCONSCIOUS LEVEL,
BUT THEY ARE GUIDING US NONE THE LESS.
IF SOMEONE FEELS ANXIETY OR DISTRESS,
THEN IT IS LIKELY THEIR VALUES ARE NOT BEING HONOURED.

From here and understanding your values you can then work on your why / mission statement.

**“People don’t buy what you do,
they buy WHY you do it”** Simon Sinek

Why is a purpose, cause or belief, it’s the reason your business exists

DRAFT ‘WHY’ STATEMENT STRUCTURE:

To _____ insert contribution _____
so that _____ insert impact _____

An example of a why statement:

“To create new **adventures** with **collaborations** in home
and work so that we can **share freedom** in what we **love**”

created from the 5 values:

adventure | collaboration | freedom | sharing | love

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