



# CREATE. INSPIRE. THRIVE

Each business should have a list of core values, your core values are what makes your business run. What type of people you want to hire, or work with. This is the foundation of your business.

*We will learn in 5 simples steps how to figure out what your core values are.*

### Examples of Core Values:

|              |               |             |                   |                 |
|--------------|---------------|-------------|-------------------|-----------------|
| Integrity    | Courage       | Honesty     | Unselfishness     | Self-Discipline |
| Self-Respect | Dependability | Loyalty     | Reliable          | Efficient       |
| Creative     | Compassionate | Open-Minded | Commitment        | Consistent      |
| Motivated    | Good Humor    | Positive    | Service to others | Respect         |
| Professional | Passionate    | Optimism    | Innovative        | Communication   |
| Authenticity | Balance       | Community   | Challenge         | Determination   |
| Faith        | Growth        | Happiness   | Leadership        | Wisdom          |
| Wealth       | Success       | Love        | Learning          | Boldness        |
| Fairness     | Curiosity     | Adventure   | Competency        | Contribution    |
| Justice      | Kindness      | Peace       | Reputation        | Influence       |

### Core Values Exercise:

Open up your notebook and grab a pen, take a moment to get comfortable in a quiet space, where you can think. Really think about this, you are about to create the foundation of your business! It's time for some reflection . . .

**Step 1-** Describe the following questions in details:

What have been your greatest accomplishments and why?

What have been your greatest moments of efficiency?

What are common rules or themes you can identify?



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**Step 2-** Think through and answer in detail these questions:

What have been your greatest failures and why?

What have been your greatest moments of inefficiency?

How do you react when you lose or may have failed at something?

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**Step 3-** Time to look on the positive side, answer these questions in details. Start to think of the core values and which ones resonate with you.

Who has inspired you in your life and what qualities did they have that inspired you?

What makes you feel good, smile, laugh, fulfilled?

What traits do you admire in other people?

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**Step 4-** Now that you have answered some deep questions, you have a good idea of what your core values are. We need to narrow them down to between 7-10. Take a moment to look at questions 1-3 and write down the top 5-10 common words you used to answer your questions.

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**Step 5-** Here is the fun part! We are putting your core values to the test - Close your eyes, think of the questions you have just answered and think of those top 10 core values you have written down. Now, really think of their meaning. For example, if you have *challenge* in your core values, that may hurt you rather than help, meaning maybe you realize you aren't up for a always having challenge to overcome and your business is about creating that stability and balance, rather than creating challenges for yourself.

The words you may think are right for you, may not be. Remember this is a process and does require some focus and deep thought. As you grow individually and as a business, these core values may shift with time. Know that it is ok and that is normal. By this time in the game, you should have a support system of fellow business owners, power partners, family or close friends that you can bounce these core values off of and get some honest feedback that can help you finalize your core values.

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## *Now what? Where do you use these core values?*

Here are 4 ways you can incorporate your core values into your everyday life of your business:

- 1) Live and lead by example - make sure you are living by your core values, making choices based on them and setting that foundation.
- 2) Brand them - incorporate them into your mission and vision statement, have them on your website, marketing materials, taglines newsletter, etc.
- 3) Educate your team - make sure the people that are working for you have the same core values and know how to use them when selling and working for your company
- 4) Make sure your clients and customers are on the same page - sometimes you will have a client or customer that is not on the same page as you are, your core values do not align. That may be an issue if this is a long-term client. This may need to be addressed or maybe they are not the right client for you.