
Your Business Values

Have you ever thought about the values you hold dear and the effect they have on the success of your business?

As a business owner we don't often give our personal values a second thought, preferring instead to just get our heads down, crack on and take any job that comes through the door.

The problem with this approach is that it leads to a general lack of enthusiasm for the business and we can end up taking on clients that we don't like, doing work we don't enjoy and feeling unsatisfied with life.

I've been there too - I know!

The answer is to map out the values that are important to you and then use these as a guiding light to direct your business. If you make decisions for your business based on your core values then you're more likely to make decisions that you'll feel better about in the long run - and if you feel better about your business, you'll enjoy your business, you'll work more effectively because you're enjoying it, you'll work with people you like and you'll have more success.

On the next page is a box to record your values. Use the list in the Appendix to pick out as many values as are important to you. Then, reduce these down to 6.

Print these out LARGE and stick them up in your office - somewhere you'll see them every day. Refer to these any time you have a decision to make in your business.

Write down all the values you identify with from the Appendix

Pick 6 from the values above to be your core values