

YOUR PURPOSE LED CORE VALUES EXERCISE

As a purpose led or soul led entrepreneur your business is an extension of you. Your business isn't just something you do every day to make money. It means more to you than that. There is a reason you aren't slaving a way all day for someone else and for someone else's dreams. It's because you have dreams of your own you want to fulfil through your work. You have a calling you've not been able to ignore.

It's important to you that your career has a deeper meaning than just a weekly paycheck. Now I'm not saying that we aren't in business to make money. We are here to make LOTS and LOTS of money! Because the more money we make the more we can give back and impact the world around us. It is not selfish or unspiritual to desire abundance. Our abundance benefits the world. The more openhearted, purpose driven, inspired and caring women there are in the world creating wealth the better world we will build.

So, now that we've embraced the fact that we are building our businesses to fulfil a deeper purpose in our lives as well as to bring us financial freedom and fulfillment we can look at the fact that there is a very critical piece of this puzzle we must uncover before we go any further building out our business plan and marketing strategy. So what is that piece...

Our core values and priorities.

We want our business to inspire us and motivate us. We want it to feel rewarding and be able to go to sleep every night feeling like we've done something that feels meaningful to us.

Being clear on our values and priorities also enables us to more easily make decisions in our business when it comes time to take on new opportunities and clients or experiment with new paths.

When you can easily look at new situations you're presented with and check in with whether dedicating your time, focus, and energy towards them is in alignment with your values or not then you can quickly determine whether it's in your best interest to move forward with it or if it's just serving as a distraction from your true path.

So when it comes to your values you may already have a clear idea of what is important to you but I'd still like you to go through this exercise so you can really get clear on it. I think oftentimes we assume we value things based on what we have felt is expected of us throughout our lives. Sometimes we may not even realize that some of our values actually contradict one another. These reasons and more are why it can be really powerful to sit down and really dig deep into this.

Now included at the end of this lesson is a list of core values that you can reflect upon. You may recognize it from the Desire Map that I was a facilitator for a few years ago. This can be helpful if you feel a little stuck coming up with what sort of things you might want to focus on as values.

One of the best ways I find to really dive into this though is with a free writing exercise. I want you to just write out whatever comes to mind and try to come up with at least 5 answers. Try to aim for 10. You will have a chance to refine this later.

Allow yourself to just really let loose and write down anything that comes to you. Don't overthink it!

1) It is important to me to be _____.

Examples:

- It is important to me to be open minded.
- It is important to me to be always learning.
- It is important to me to be financially independent.
- It is important to me to be healthy.

2) It is important to me to be known for _____.

Examples:

- It is important to me to be known for being trustworthy.
- It is important to me to be known for being intelligent.
- It is important to me to be known for being positive.
- It is important to me to be known for helping women create independence and freedom through their own business.

3) It is important to me to (something you want to do).

Examples:

- It is important for me to create things.
- It is important for me to have a positive impact on others.
- It is important for me to take care of my physical and mental wellbeing.
- It is important for me to spend quality time with my children.

4) _____ is important to me. Don't overthink this one. Just list it all out.

Examples:

- Being my own boss is important to me.
- Financial freedom is important to me.
- Being able to work from anywhere is important to me.

- Growing as a person is important to me.

Once you've completed all these prompts I want you to go through all your responses and summarize each one in one word. One value. So pulling from some of my examples I gave I could pull out words like Freedom, Independence, Knowledge, Impact.

You will likely find you'll have some overlap here. A lot of your responses likely tie in to some of the same core values. This list helps you drill down even further what your true priorities are.

Now that you have this list you can prioritize it. List them all out in order of your top most priority to least important.

Now I want you to cut that list down to half. Depending on how much overlap you had you should have ended up with about 20-40 values from the prompts.

So now that you've sorted them in order of priority I want you to narrow that down to your top 10-15. Just eliminate the bottom half of the list. If you can live your life honoring all these 10-15 highest values then you will be confident knowing you're living in alignment and fulfilling your purpose.

Now 10-15 highest level values is still quite a lot. On a daily basis it can be hard to reflect on how your actions and decisions are aligning with ALL of them. So here comes the really hard part. I want you to narrow down these priorities to your TOP 5.

The real core values and priorities that you can live your life by daily. The ones that are truly the guidepost in how you live your life and conduct your business.

If you're struggling to really narrow them down you can try comparing them 1 by 1 to see which one you could drop if you really had to choose only one.

Now that you have these top 5 I want you to tattoo them somewhere on your body so you never forget them! Kidding! But I do want you to do something to really anchor them in. If you enjoy art you can create a piece of art that incorporates them. Maybe you can create a visual collage of what your values represent to you. Choose a place in your journal and write out some big bold statements about your top 5 values. Post them on your wall somewhere. Make them the background on your phone or computer. Get creative!