



# Winning the Values Way

For More Business Success with Less Effort

*A Self-Study Guide*

*for Quality-Focussed Business Owners and Other Professionals*

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*Tapping the riches of values for increased results,*

*More personal satisfaction and a quality of life*

*With a business that has you smiling day after day.*

*A refreshing look at amping up success naturally*

*in your business with less effort*

*With Compliments*

## Responsibility

We all are only human. The material provided here is offered in good faith and designed to reacquaint you with your own inner knowing, your own resourcefulness, wholeness and potential and that of your business venture. All actions and decisions you choose to take from here are yours and you alone are responsible for the results from these choices. Please take the time to ground yourself with an open mind and heart before you read this material and take action. The real work is yours for the taking to attain the success you desire. How far you go and how fast you get there is all up to you.

## In recognition of ....

Mistakes, typos, bugs and other such irritants and problems. These and more all show up sometime and sometimes this happens in our writings, info medias and all sorts of things can slip through despite our best efforts. If you have a question, issue, find a problem or what looks like a mistake with anything regarding this handout, please let us know. Go to the following link to drop us a line: <http://www.sandineilson.com/get-in-touch.html> or if you have been given a contact email address, please send a email.

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However, please share freely what you take away  
from your learning here with whomever you wish.  
In doing so you will help expand the living of your values that benefits us all.

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## Welcome

*Hi there – it's my pleasure to be sharing with you a way to dramatically amp up the successes you'll get to experience in your life and business.*

*I'm excited for you. Should this material be either a reinforcement of what you already know in many respects about values or it brings a new awareness on the topic of values to you and how they are so evident to our individual and business success, this is a time really of investment in yourself and your business. I consider investment is always good for us and always exciting as you never quite know what you will end up with.*

*Reading this handout and potentially integrating one thing from this into your life and/or business is all that is needed. Why? I believe the awareness you will have, the actions you will then be inspired to take and the accomplishments that result will really serve you well with minimum effort and maximum benefit.*



A handwritten signature in black ink that reads "Sandi M. Neilson". The signature is written in a cursive style and is underlined with a thick black stroke.

Sandi M Neilson

**Success Agent – Life Guide – Business Coach**



## My Story

Success and business has fascinated me from a young age. My first entrepreneurial endeavour was at age 11 with my brother who was 12. It was a “kids brekkie eggs” venture where we raised bantam hens and sold their eggs to the neighbours. It was a good little business that though it didn’t make us our first million by a long shot, gave us independence, focus, self-reliance and a whole lot more including a very nice amount of pocket money.

I remember the first pair of grown-up red dress shoes I got to help buy for myself using the first few months of egg-vance I paid myself post our egg-penses over that time. The feeling for me was sublime.

I loved pretty much every aspect of that venture, even cleaning out the chook muck wasn’t so bad I told myself when it was my turn. And to top it off, I was able to buy some lovely things for myself or others every few months. That first Christmas I had a ball divving up my earnings that I had all been from my efforts and spending it on special presents for everyone. I was so proud of myself and what I had achieved. It was all so rewarding for me.

That venture though only lasted 18 months. Its demise started as a result of comments that I took to heart. Already at that age credibility and integrity were hugely important to me. So when these values were questioned in regard to our ability to fill orders for free-range fresh kiddies brekkie eggs as we promised and I heard comments on how our venture was doomed for failure, I began to doubt myself.

In essence I lost trust in myself. I knew I had integrity and I was doing things for the right reasons but I didn’t stand by it so I let that little venture quietly cease to be all for the sake of not honoring my own values.

Had I known how I was being challenged and could lean on my values especially courage, integrity and credibility, things could have been very different. Instead I felt I couldn’t stand up to this opposition and my commitment waivered. I never questioned the validity of these comments and so I began to lose my sense of pride in what we were doing. I even felt I was flogging a dead horse as my grandfather used to say. Very soon after my brother declared he wanted out to focus on high school interests, a regular client changed their mind about wanting these eggs, we then lost 2 bantams and some chicks to hawks, so I decided that was all too much – no more.

That first money-making venture and two subsequent ones in my 20s provided me with some great times, times of pleasure and pride in what I was achieving. But it was when the tough times appeared back then that I wasn’t grounded in nor had the knowledge of how important it was to be true to my own values.

My first retail business was when I really began to make headway into this understanding. You see at times I was ashamed that my business was only moderately successful and not phenomenally successful.

A lot of this shame had to do with success touters and business gurus of the time calling for people to “fake it ‘til you made it” which I tried to do as much as I could. It wasn’t until I realised that this philosophy was so wrong for me because it was out of alignment with my credibility, authenticity, trust and integrity values that things began to improve for me and the last year of being in that business was phenomenal despite some tough personal and economic times.

When I sold that business I decided to slay those shame dragons and before getting into business again (because fundamentally I loved the concept of business – servicing those who have a need or dissatisfaction they want eliminated or looked after) I went looking for the answer.

I spent hundreds of hours and tens of thousands of dollars finding success strategies that I felt confident would work for me consistently, easily and naturally too. Part of that was the true discovery of how values are not an optional extra in business nor life but essential and vital for any level of sustainable success.

Finally I had a way to personally achieve without over efforting, a way to keep my sanity, a balanced quality of life where nothing I held dear was compromised. My life exponentially improved no end. I felt like I was free now to succeed at anything I set my heart on and that meant my next business venture.

It was through this personal journey I also discovered a universal blueprint for mankind’s success that was applicable to anyone who is seeking a quality of life that has them standing true to themselves. Finding living proof of this via hearing over 700 success business stories – personally from the owners of these businesses sealed it for me. I also heard of the stresses and struggles from business owners which were on the flip side of not using the likes of values in their business in a proactive way. This lead me to sharing this understanding with others.

Fast forward to the last 7 years, after then completing intensive training as a life and business coach I began incorporating these facets into my coaching practice while still following industry best practice for coaching and best business practice as well. This focus on values and other associated aspects of natural success created new levels of success for my clients, with far less stress, less efforting, a higher quality of life, new levels of satisfaction and pride and all without compromising the likes of bottom line profits in fact these improved too.

I’m delighted to be sharing this with you for your consideration as part of your success way too.

## Introduction

Incredible pressure is on all business owners today to make their business more successful. Performance, productivity, quality, deadlines, compliance, health and safety are all there adding to that pressure plus a whole lot more. We've all heard how every business should have a plan with a vision, mission, core competencies, KPIs, USP etc. We've heard too how leadership in business is a must for success, then there's having good strategies, client and market focus, processes and systems consistency and implementation, information and analysis, and using professional support to help along the way. Though each one of these is imperative, there is one aspect missing from this list.

This one aspect continually feeds a business' success without exhausting resources, leadership energies, using up unnecessarily hard-earned dollars, or compromising personal ideals for key business players. This aspect is the alignment, adherence and application of the value set that exists in each business. When used correctly and completely this unique value set to each business underpins sustainable success but all too often is used only in a limited fashion or in an accidental way.

Discovering how your business' key values can easily and effectively lift the level of success in every area of your business; is like having a safety net in those tough times to make difficult decisions by; and be an endless resource to manage your business not only without compromising your unique way of doing business but enhances your unique style. All this and more from what your business fundamentally stands for.

## Values as Guidelines, Indicators & Motivators

**Values are the guidelines, indicators and motivators that drive the existence of your own best self, define and sustain your truest behaviours, personality, personal culture and intentions so that you can live your life as your youest you. They are the foundations from which our most desired experiences are derived from. Values are in essence the experiences we ultimately seek. When you live this way life's challenges reduce, regrets diminish and life's joys increase. Not only do you benefit from living this way but by association all in your world benefits too.**

Some people consider values to be the qualities that you can choose to live your life by but they are SO much more. Personal values are very much like the markers you see on the side of the road. They go unnoticed most of the time until you get to the side of the road, and then they show up more noticeably letting you know you might be going off track from where you intend to be heading. In life when we are off track, in unfamiliar territory or in environments that don't always feel good or quite right for us, then living more closely to our values will guide us through these times.

Values are motivators that inspire us to take action. When we know our values we can more easily see which actions will bring us in alignment to honouring these values. Because values are a representation of what we ultimately want to be – happy, satisfied, fulfilled or in a state of well-being – all of which are some of the highest values mankind aspire to, when we live our values more we get to experience the highest state of this being we ultimately seek. For instance if you value security and you enjoy states of feeling secure in your day you will feel happier or more satisfied or more content. So when we live our values we get to experience the ultimate state of being we want for ourselves.

Personal values act also as indicators as to how to live our life to get the best out of it for us. With all the choices that are available on ways to live our life it is easy to be distracted from or diverted away from a way that really suits us individually. This distraction is always stronger when we don't know what suits us or why it suits us.

Values show up everywhere in society but often in an intangible way. They show up in families, businesses, communities, schools, work environments, leisure activities, not-for-profit organisations, regions, governments, political and religious organisations, and even in countries – anywhere we people are. We may be influenced in our life by values that were apparent in our childhood, especially in the family we grew up with and the communities we were constantly exposed to. However, the values in existence there may not necessarily be our own innate personal values for then or now.

When we know our own unique values set, it is much easier to live life. The good times get better and in the tough times we have an unfailing base to lean on in our own self-unity. It is like a permanent safety net we get to drop in to whenever we need to – it is always there.

One of our self-responsibilities as adult human beings, is to honour our own values and then lead others in letting them know what we value. Equally, as we all live in some community with others, be it our family, fellow workers, fellow countrymen etc, it is our common responsibility as adults to ensure we know the values of those immediately around us so that we can treat them according to their values not our own.

Here the ability to communicate with anyone becomes so much easier and clearer when we communicate from the foundation of common values if possible or if this isn't possible then from a value that does not compromise either parties leading values. This then becomes the platinum rule "Treat others as they wish to be treated" which supersedes the golden rule "Treat others as you wish to be treated".

Values are not always static – they may evolve over time as we as individuals evolve. This means that one value may morph into a deeper more meaningful value or our understanding of a value may shift with time and our life experiences. So honesty may morph into integrity for some or one’s meaning and understanding of what honesty represents changes. The value of adventure may morph into freedom for others, health may morph into independence for another.

Having said this it is equally possible for a person to have the same values set through his/her entire life. It is therefore important to review your values set periodically, every 6-12 months even and especially following a significant event in your life or when considering a life or work change.

## An Exercise to Confirm Your Unique Personal Value Set

We can get to know our values by looking inward or we can recognize these values as they show up in those around us who have favorably influenced our lives close up or from a distance. Read through both options and then choose the option which you'd prefer to use.

### Option ONE - Looking Inward

Timeframe: Take as long as you feel comfortable completing this exercise.

#### Instructions:

- 1) Write a list of what (not who) you most value in life. Include attributes and qualities you most value including those you admire in others. Include values you like the sound of and values that you feel you may or may not be complying with or have at the moment.
- 2) Try to come up with a list of at least 20 values – it is important to not skip any possible values at this initial listing stage so if a quality or attribute crops up for you but seems quite obscure, include it at this stage. The fact that this value has just come to your attention by a random thought or you being aware of a value completely out of the blue means that your subconscious is helping you out to reconnect you with your values – neat huh!
- 3) At the end of this is a partial list of values that might help stimulate your thinking if you get stuck. Try to use your inner knowing first though by doing this exercise initially without reading the list. Then if you get stuck or want to check out other options look at the list provided.
- 4) Choose one of the following statement to use to check each value in the list you've just made against:

*"My life is made meaningful by..." (complete the statement with a value)*

*"I would like to be known for my ...." (fill in with a value)*

*"If I didn't have .....(fill in with a value) in my life, my life would be meaningless."*

*"My life wouldn't matter any more if I didn't have .....(fill in with a value) in my life."*

- 5) Choose the 10 statements that feel most right and true for you. It sometimes helps to work this out in reverse. What values could you do without? You will know you have kept the right 10 because they feel right for you - you may even feel an energy lift of some sort when reading them. If a value isn't a leading

one for you, you will feel your energy levels drop and become a sense of obligation or guilt instead.

- 6) Once you have narrowed your list of values down to around 10 of the top values for you, rate or group them in order of importance or significance for you. Again you might prefer to do this in reverse – rate them in order of least importance or significance for you. The top 4-7 will be your leading values set. You will either have one stand-out value which sits at No 1 or you will have 2 or 3 that make up your crowning key values – they sit almost side by side – they are very close in importance they all seem equal. One option will stand out for you as being right for you here.

You may wish to leave your values as a one word option or write a supporting phrase or sentence that helps you fully connect with the value's meaning for you. Creating this clarifying phrase or sentence from your value helps in a conscious sense so you don't have to mentally recall or think about the meaning of each value each time you are thinking about them.

Having a written statement or list of your values is also a good way to have an easy reference until you are so conscious of your values they are fully automatic to refer for you and you can quote them and any supporting statement off by heart.

Take any actions you are inspired to do following creating your value set.

Use your leading values set (your top 4-7 values) to reflect on how these values are playing out in different areas of your life, especially around your work.

#### Option TWO - Looking Outward

- 1) List the names of all the people that you admire, like immensely and respect. Make sure you scan your memory for people in your past as well as people who you may not have ever met but were/are like a hero to you. Ensure too that you cover all areas in your life both past and present. Go beyond family, friends, people you've worked with and for. Think about people in all parts of your community like school, arts, charities, business, politics, religions, cultures, professionals you've had/have dealings with. Think also about sports figures, leaders in personal interest areas, world, industry and business leaders. And don't limit yourself to real people either if fictional or mythological characters fit the criteria include these in your list. It's totally fine if you only come up with a few people before feeling your list is complete. Feel free to add to this list though if after a day or two you think of another person you would like to include.
- 2) Now on a new page or sheet of paper list the traits, qualities, attributes, values and virtues that cause you to like immensely, admire or respect the first person you have

listed. Do the same with the next person on the list. If this next person has the same traits as the first person then asterisk or add a check beside the already listed quality/qualities.

- 3) Repeat this with every other person on your list adding new traits as required and asterisking or adding checks to those previously listed when they show up again. You will end up with a list of traits, qualities, attributes, values and virtues, some or may be all will have a series of checks against them.
- 4) To ensure your list is complete, include any other quality that you find particularly virtuous that doesn't feature on your list already and add that in as well. Your list is complete when you find you no longer add a new quality, attribute, trait or virtue either by thinking of a new person that you admire or remembering a quality that pleases you or uplifts your heart that isn't already on the list.
- 5) Once you have your completed list. Look to group them into common or similar meanings for you.
- 6) Follow Step 4 onward of Option One from here starting with the words or groups of words that have the highest number of checks against them.

**Example of People you might have on your 'People I Admire' list:**

Grandfather

First Boss – Alan Murphy

First Teacher – Mr Clements

**Qualities ~ Attributes ~ Traits ~ Virtues you particularly admire in them**

Courageous

Adventurous \* \*

Community Spirited \* \* \*

Humble \*

Generous \* \* \*

Genuine \* \* \*

## Values List

below is a list of some common and some not so common personal values. They are listed to expand your own curiosity about your true personal values if need be and do not represent all values that exist. Use this list as a guide only.

Achievement	Adventure	Accomplishment
Advancement	Acknowledgement	Acceptance
Affection	Ambition	Appreciation
Approval	Assertiveness	Autonomy
Balance	Beauty	Bravery
Being true to oneself	Being the best	Belonging
Courage	Celebration	Cooperation
Charity	Charm	Cheerfulness
Compassion	Competence	Consideration
Community	Connection	Contentment
Confidence	Consideration	Communication
Creativity	Challenge	Caring
Contribution	Community interaction	Commitment
Close relationship	Credibility	Curiosity
Daring	Dedication	Decency
Dignity	Dependability	Delight
Devotion	Diligence	Duty
Excitement	Emotional connection	Enjoyment
Enrichment	Eloquence	Empathy
Enthusiasm	Employment	Empowerment
Ethics	Family	Fame
Flexibility	Friendships	Free time
Fun	Freedom	Fulfilment
Fortitude	Giving	Generosity
Growth	Good health	Good times
Gratitude	Happiness	Humour
Honesty	Humility	Individuality
Integrity	Intelligence	Independence
Interdependence	Knowledge	Learning
Laughter	Loyalty	Longevity
Love	Making a difference	Passion
Opportunities to learn	Peace of mind	Power
Respect	Recognition	Respect of others
Reliability	Resourcefulness	Self Esteem
Self-expression	Sense of accomplishment	Self-employment
Solitude	Spiritual connection	Support
Selflessness	Sharing	Volunteer Work
Security	Travel	Trust
Toleration	Variety	Wealth

## How to use your values

- 1) Initially just observe where these values are showing up in your life.
- 2) Take a few minutes at the start of your day to reacquaint yourself with these values
- 3) At the end of the day review your day in relation to your values, noting where your successes were, where your happiest moments were or moments when you felt really satisfied or fulfilled
- 4) As each situation comes up that causes you to stop and make a decision, take a few moments to check in with your values and see how their existence as indicators of the path to your highest happiness for now is, or your greatest level of satisfaction or fulfilment relates to the decision you are about to make.

## Business Values

Awareness, adherence and application of the values that underpin a business allow it to reach its potential in an easier and more direct manner.

From selecting projects to work on, to employing staff with aligned values, to how every stakeholder is treated, to problem solving, to setting policy and procedures, to how much money to make, to what to spend the profit on, to building alliances and communities of network - values underpin all aspects and areas of any business. Just as they underpin all things for an individual, helping to support, guide, motivate and indicate how an individual is faring, the same goes for a business.

### Are business values different to personal values?

Business values are the standards or qualities that are important to a business and as such they are essentially the same as personal values are for any individual. They are very much part of what makes the business' existence meaningful and they are always present - whether you acknowledge and honor your business' values is another story though.

An easy question to ask therefore when considering your business' values is to ask:

What does our business stand for? and...

What makes the existence of our business meaningful?

### Ways to actively use values in business to improve success

Business values act as enhances for better:

Time management (more effective and efficient prioritizing)

Better staff retention

Higher morale amongst staff with a sense of belonging

Business values aid in focussing:

Resources

To look after and gain the best clients and customers for the business

Strategies and leadership within the business

On which opportunities to pursue for best outcomes

Problem-solving when challenges and situations arise in business

Business values eliminate focussing on the wrong things.

Business values accelerate:

Productivity

Personal performance

Business operational and supporting performance

### Results

Business values reduce waste in all resources including time, people power, opportunities, money, energy and focus.

Business values energise and feed:

All the good that the business is doing to eliminate the needs and dissatisfactions of its customers and clients,

The success levels a business can experience

### Values-Driven Business as a Good Business Decision for the Future

Future studiers (future studiers (as opposed to futurists) are academics, scientists and the like who work from an academic and scientific discipline combining philosophy, sociology, history, critical and economic theory to propose real-life observations of the development of society. These are the people that the super-power government agencies like defense departments hire to forward-think multiple futures probabilities for countries, continents, society as a whole.

A repeated observation that is being high-lighted by future studiers is the renaissance of a society which is values driven, not values based as in previous times. This means they will actively pursue decisions and choices that are highly motivated from their core values and will make their decisions to buy from values-driven businesses.

With the captial system that has shored up society over the last decades the focus will now turn to the creating of combined prosperity where society and corporate perform together. Values -driven business therefore will challenge normal and current business models and philosophies as the preferred choices by society. Business which do not operate from this focus will therefore find it more and more difficult to survive let along thrive.

### An Exercise to Confirm Your Business' Core Values

Use the same exercise as set out in the Personal Values part of this information to begin to list potential values your business stands for. Then continue on using the following consideration:

- 1) What makes your business have meaning especially when it comes to creating the successes you seek for your business?
- 2) What guides your business and keeps it on track, and sustains it and all in it when the going gets tough?
- 3) What makes you feel that you are doing a good job on behalf of your business?

- 4) When you achieve and want to celebrate, what are you standing for when you have this celebration on behalf of the business?

Take each item or phrase you have listed above and complete the following statement:

“If ..... did not exist in our business, our business would not stand for anything specific and there would be no point in the existence of our business nor for us being in this business.”

Over the course of the next few days, notice where these items show up in your business, how they show up and what results occur because of their presence.

Take each item or phrase and list them in order of truth or highest importance to your business and try them out for size over the next few weeks as the values that underpin your business activities, decisions and outcomes. Once this is done check “Do they fit?”. If there is any doubt repeat the exercise from the beginning again.

Once you have confirmed your core or leading values which will number between 3 - 7 generally, complete your values statement by elaborating a little further on what the word(s) exactly mean. The briefer and clearer you are in this elaboration, the easier it will be to fully use the values as supports, motivators and indicators in your business.

You may find this all a bit much to do on your own. Certainly if you have other key players in your business, incorporate them in this exercise too. If you run into difficulty or are unsure - seek professional support. This truly is important work that you are doing here. If you are in any doubt this will reflect in your outcome.

## Checking in with with Your Business’ Core Values

Simply ponder on the following as a starter to using your business’ core values more effectively in your business. Take action as you are inspired to do.

- 1) Are you aware of your organisation’s core values and what they mean?
- 2) Can you go easily to one place at your work place and read them or are they carved into your heart?
- 3) For those who are closely linked to your business ie family or staff, do they know the business’ values, where to find them if they weren’t sure?
- 4) Do all those closely linked to your business easily align to the business’ values, ably to honor and abide by them without any effort?
- 5) When making decisions how strongly do the values play a part in your deliberations?

- 6) How much are honoring your values an integral part of the day to day running of your business?
- 7) Thinking about your ideal or best customers or clients – how do they unconsciously or subtly know what your business stands for?
- 8) Thinking about your ideal or best customers or clients – how do they exhibit a liking for your business’ values?
- 9) Thinking about other stakeholders – how are their values in alignment with your own business’ values.
- 10) When thinking about marketing – where does your values show up here?
- 11) How do you measure the effectiveness of honoring the values of your business?

### THREE Common Mistakes

#### **Common Mistake ONE: Not Using Them All the Time**

There is little point in getting to know what your values are to a level where you can name them with ease and certainty and then either forget about them or refer to them too irregularly.

It matters immensely that business values are used all the time for everything in your business. If they are not used on an everyday basis then when it comes to making the big decisions or having your values support you when there are tough times, you will be out of practice with how to use them easily and quickly. You will not be able to naturally lean in on the support of your business’ values.

Think of it the same way as exercise – if you work out regularly then when you are in a situation where your fitness is called for immediately, it is something you can rely on with a whole lot more confidence. Enduring the situation is not that much of a hardship.

Values are therefore a whole lot like muscles, if you don’t use them on a regular basis they can’t support you. If you don’t include weight-bearing exercises to strengthen your muscles, your muscle don’t gain in strength either. The same goes for your values – use them regularly and consciously use them when there are important decisions too so when you need to call on them at a moment’s notice they are right there to help you making decisions and taking actions which are just right for you where you don’t get caught up in regrets.

#### **Common Mistake TWO: Thinking Any Honorable Values Will Do**

Using others’ values because it seems easier, quicker or you like another company’s values is almost as risky as not abiding by any values at all. Each business is unique like every individual is unique and so the value set is unique too. Trying to use another company’s values is not only saying your business doesn’t deserve to live by its own value set but will if not sooner then later, lead to creating unnecessary hardship for you when trying to streamline your business success, create more successes and make big decisions. Over time you will find the day to day running of your business will get harder and you will be no

better off, and possibly worse off, than not driving your business from any values focus and alignment.

### **Common Mistake THREE: Not Acknowledging & Celebrating Your Business' Values**

Celebrating where your supports and strengths are in any life aspect is good practice and strengthens your success. There is an energy that gets released when you regularly acknowledge and celebrate how values are providing not only a basis to run a successful business, but are part of the drivers behind your business successes. It is like extra high quality fuel that will help you personally (and your team) to enjoy your successes more. There is also that support you get when you come to those times when business gets tougher, knowing how well your values will be there for you at a moment's notice.

### **THREE Tips for Using Your Values**

These tips are really the flip side to the common mistakes and will profoundly amp up the best for your success

- 1) When values are used regularly they are the muscles in your business that you can lean on all the time and they will support you all the time. The more you align every aspect to your values the better every part of your business performs – it becomes more the well-oiled high performance machine it was destined to be, where all parts are in harmony with each other.
- 2) Find ways to easily be reminded to use your values in everyday situations around your business. Have these reminders also represent your values too ie if a business value is creativity – have a creative way to be reminded of the values; if a value is professionalism – then ensure that the reminder is professional in all aspects as well.
- 3) To increase the use of values in your business, first look to where they are naturally showing up already and go from there. It is easy to transfer first from existing areas into non-existing areas than to start from a clean canvas. It doesn't matter if your values are only showing up in one or two areas at the moment or only in small ways. You can use this to your advantage by not creating overwhelm and taking is steadily cementing in the ways that work best for you in each area. Simply look to where naturally the values could be used. Often this will be close to where they already exist. Over time you find your values have trickled through all aspects of business with just a little attention to them. Still keep acknowledging and celebrating them though. Do this on a regular basis so that they self feed the business and you too.

## Summary and Time to Take Inspired Action

So what are you inspired to do now? Inspired actions come from being motivated into action from the truest part of you or from the core of what your business is all about. And that means you are being motivated by the existence of your values. Know whatever action you are inspired to take right now is confirmation of your values.

Consider the one key takeaway you now have from going through this self-study guide. Regardless of what that takeaway is – consider the impact or influence on you now and going forward with your business. If this takeaway is linked to inspired action and you don't have the time right now to take that action, schedule some time soon and commit to completing on that action.

My invitation to you: Email me with what you do here with this one takeaway and any inspired action and let me know what resulted. With any challenges I'll be pleased to offer some insight into where to go with there. Let me know your celebrations too – I'm here also to stand in acknowledgement and celebration of you living your values and your business doing the same and how this creates more success for you – more easily, more naturally and with less effort. [Please get in touch with me here](http://www.sandineilson.com/get-in-touch.html): <http://www.sandineilson.com/get-in-touch.html>

## Final Word...

**If you've enjoyed this material there are other resources that are freely available (no sign up required) at [sandineilson.com](http://www.sandineilson.com). One that might be of special interest is the [What is Success](#) [handout](#).**

**If you would like to deepen your own self-mastery in the value of values for more success in your life or your business and are ready to invest more into understanding more, integrating more to achieve a quality of life and business venture that gives you a new level of satisfaction or there are aspects of your business that are not going to plan and you would like personal support then...**

[Please get in touch with me here](http://www.sandineilson.com/get-in-touch.html): <http://www.sandineilson.com/get-in-touch.html>

**About:-** **Sandi Neilson**, CAC, CPC is a professional business coach, life guide, trainer/educator & speaker on success naturally. As a dedicated success agent, with a personal quest to help quality-focused business owners and other professionals go from saying "This isn't how it was meant to be" when things aren't going to plan in their life or business to smiling, feeling proud and saying "This is SO how it is supposed to be!" is Sandi's main focus and mainstay to her life work and volunteer commitments. Sandi loves to share her message that the ease, enrichment and enjoyment of success are naturally there for the taking in our life and livelihoods including our business. All we have to do is harness what naturally exists and by doing so make this world we live in a better place for all.

