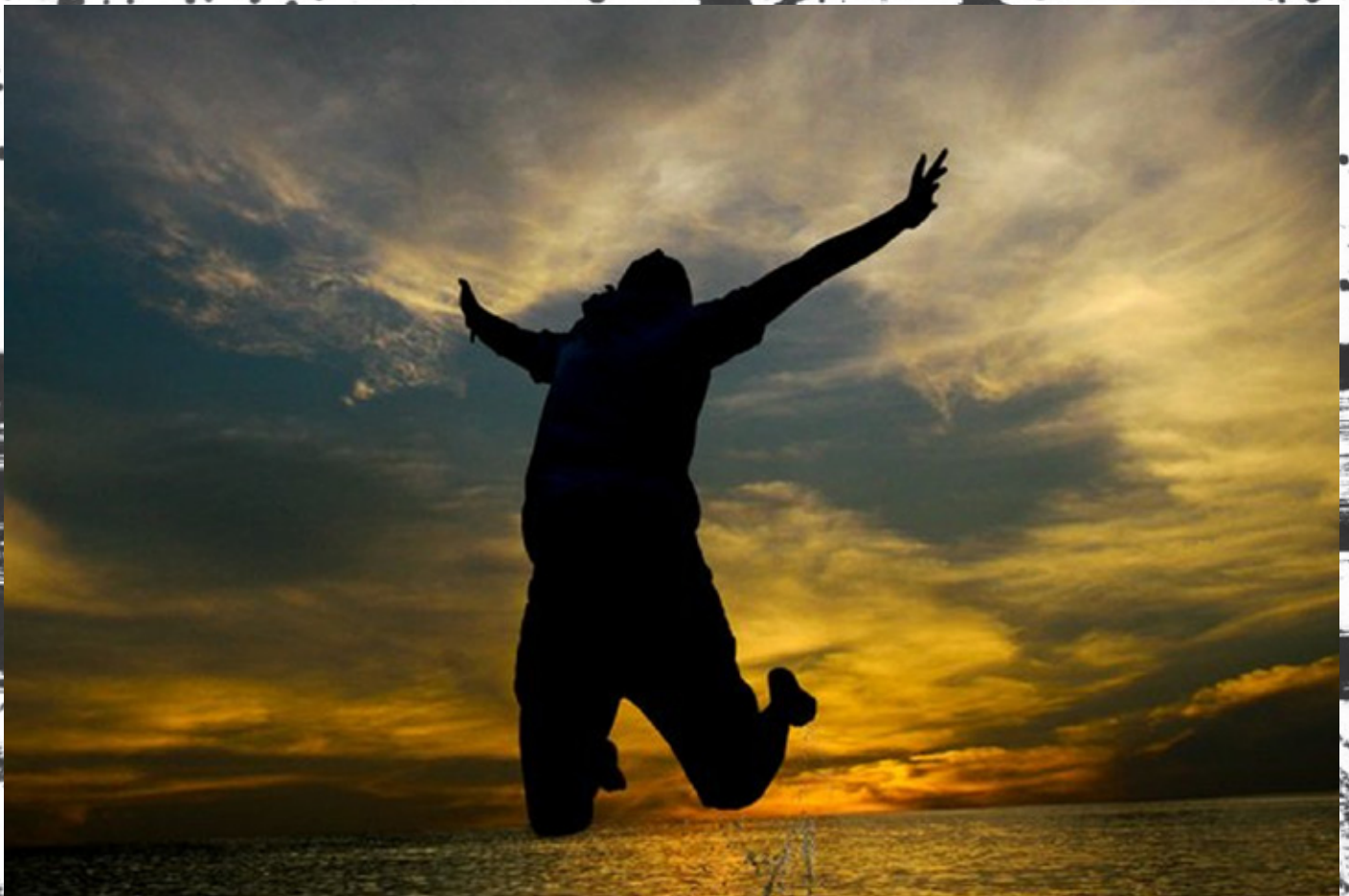


PEOPLE BRANDS

What are your values?



Understanding your values

Values are qualities that you believe are most important to you. They are those high level concepts above and beyond the goals and objectives of any given task or project. For example reliability, commitment, loyalty, equality, collaboration and friendship.

Values influence all aspects of our lives, ranging from how we judge things and how we respond to certain situations to what we will commit to and what goals we set ourselves. People make hundreds of decisions every day, and values help dictate these. It is unlikely you will make decisions that go against your values, and if you do, it's often because you have to rather than want to.

Why do we need values in business?

Not everyone shares the same values, either personally or in business, but to be successful, common ground needs to be found, whether that be amongst teams or between companies and their customers. Values act as guiding principles that:

1. Drive consistent, effective decision making
2. Drive your personal behaviour and performance
3. Drive team behaviour and performance.

In this worksheet are a series of exercises for you to complete, and on pages 5-8 you will find a list of values to choose from, or to use as a starting point, as you may have more values to add to this list.

Understanding your values: Task 1

It is a good idea to know what values are meaningful to you and why, as they affect so much in daily life. What values have significance for you? What values would you never compromise? For example, always maintaining honesty.

-Think of people you respect and admire. What values do they show?

-Think of a time you were happy with your work. What values were in action then?

-Think of a time when things were not going well at work. What values were not in action then?

Understanding your values: Task 2

Summarise what's important to you in five key words. Perhaps use the values we have provided for inspiration.

Understanding your values: Task 3

Ask two different people you know what values they think are important to you. (How similar is their answer to what you think is important to you?)

Using your values to lead yourself

Using your values helps you lead yourself in an authentic and effective way, instead of feeling you are going against your nature, so it is important to implement them whenever possible.

Here are some tasks for you to complete to help you learn how to lead yourself using your core values.

Using your values to lead yourself: Task 1

Practice putting your values into action.

-Take one of your values and actively see how you could bring that value to life in your working day – in everything you think, say and do.

-Throughout the day stop and ask yourself:

1. How could I bring more of this value into this specific situation?
2. How can I use this value to help make an important decision today?

Using your values to lead yourself: Task 2

At the end of the day take some time to reflect and ask yourself:

1. How different was your behaviour?
2. What impact did your behaviour have on yourself and others?
3. What else could you start doing differently to express your values through your actions?

And don't forget...practice practice practice.

Using your values to lead others

Creating shared values across teams can dramatically improve performance. Shared values act as a powerful tool for shared focus and shared decision making, as everyone is aligned when using shared values.

So here are 2 exercises for you to carry out with a team you work with.

Using values to lead others: Task 1

During your next team meeting, ask each member:

- What's important for them to achieve on this project, above and beyond the stated goals and objectives?

Then, when you have collated everyone's answers, see what values the team share.

- What values does the team share?
- How can your team put these values into action on this project?

Using values to lead others: Task 2

When the team have important decisions to make:

- Use these values to guide your decision making.
- Teams with shared values outperform those that don't.

And don't forget, practice builds performance, so practice putting values in action and watch your team's performance grow.

Values

On the following pages you will find a selection of values that you may want to choose as your core values, and of course you can add more.

Creativity

Freedom

Joy

Enthusiasm

Possibility

Wonder

Inspiration

Harmony

Passion

Hope

Humanity

Love

Spirituality

Power

Values

Faith

Grace

Fairness

Integrity

Loyalty

Honesty

Trust

Equality

Bravery

Commitment

Quality

Confidence

Action

Leadership

Achievement

Security

Values

Recognition

Control

Intelligence

Balance

Humility

Community

Wealth

Respect

Growth

Fitness

Happiness

Fun

Sensuality

Flexibility

Reason

Compassion

Values

Communication

Friendship

Emotion

Family

Responsibility

Conscientious

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8

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