

BUSINESS VALUES TASK

Hey peeps!

You now need to craft a mission statement, to be able to explain quickly and easily what you do when people ask. Be it a manifesto, elevator pitch, genuine conversation... whatever you want to call it, it needs to be clear, concise, and roll off your tongue when someone asks you what you do.

Business Values + Wordle

In preparation for crafting your mission statement, we need to first look at what values you want to cultivate and convey with your business, as these will really be the basis of WHY you do what you do, and indicate what impact you want to leave on your customers.

Your business values are what you want your customer to experience when they interact with your brand, and will be represented in every way you reach out to your customers, in how you communicate with them via phone, email, website, printed materials or face-to-face interactions (these interactions are sometimes called “touch points”).

Your values will be quite personal to you, so take your time to come up with a list of 5-10 words that you think represent what the core values are or will be, in your business (you may have more than 10, but do try to really hone in on 5 that are MOST important to you).



TO HELP YOU WITH THIS TASK, THINK ABOUT THE FOLLOWING:

What material possessions do you fill your space with (your home, your workspace, your car etc)?

It may be computer or business materials, business awards, certificates, books, reference materials, trophies from sports, design items, paintings, arts, crafts?

Perhaps your pets, or pictures of your animals, books about sport, books and magazines on building wealth, pictures of your children or even your actual children?

Look carefully and accurately at how you spend your time. What are the three things that you spend your time on most?

You will make time for things that are really important to you and you will run out of time for things that aren't.

How do you spend your energy most and what energizes you most?

What are the three things that you always find the energy to do? You will always have energy for things that are truly highest on your values list and that inspire you. You will run out of energy for things that aren't important to you.

Where do you have the highest degree of order and organisation?

Everyone has at least a few areas of order and areas of disorder in their lives. You will tend to bring order and organisation to things that are important to you and tend to have chaos and disorder in things that are low on your list of values, so look at where you have the greatest degree of order and organisation in your life.

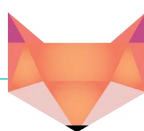
What do you think about the most?

Your mind will repeatedly focus on the things that mean something to you – whatever is highest on your list of values. You may be momentarily distracted by a phonecall or a tv show but your mind will consistently return to the area of highest importance. The key in this value determinant is to identify what you are repeatedly and commonly thinking about concerning how you would love your life to be, what you would love to do, or what you would love to have.

What do you most talk about to others in social settings?

What are the three things that you externally converse with others about the most, that you keep wanting to bring your or other's conversations to that nobody has to remind you to talk about?

You become an extrovert talking about what is most important to you and when somebody else talks about it, you come alive. When somebody talks about something



that is not important to you, you go quiet, become introverted and you want to change the conversation to something that is more important to you.

If you go up to somebody and they ask you “how are the kids?”; that means that their kids are important. “How is your business doing?” Business is important. “How are your relationships doing?” Relationships are important. “How are your stocks and investments doing?” Financial investments are what is important.

What inspires you?

Anytime you or anyone else conquers an important challenge in their life it can become inspiring to experience. And you are generally inspired most frequently in the area of your life that means the most to you. If you value your children, then you will probably be inspired by what your children conquer or do. If you value your business then you will probably be inspired by your or others’ great achievements in business.

What do you love learning, reading, studying or listening to?

When you enter a bookstore, which section do you make a beeline for? Which topic of magazines do you subscribe to? What types of blogs or podcasts are you subscribed to? Are there types of documentaries that you seek out? What topics do you find yourself thinking about or asking questions about most?

Your answers to all these questions should have some overlap (even if the wording you use is not exactly the same), and this should help reveal your highest values (the things that come up most often are obviously high on your list of values!).

So go ahead and list your TOP FIVE values.

- 1
- 2
- 3
- 4
- 5



Once you have your list, go to the website www.wordle.net and have a play, creating a Wordle piece of art featuring your core values, or create your own using Photoshop/Illustrator, or good old pencils and markers!

This is my example for The Makers' Collective:



(I know, I know, way more than 5 words! But I used size to indicate my most important ones!)

Once you are finished, save and upload your Values Wordle to the private group.

