

# FOCUS ON WHY

## Focus on Values

Discover the real you! Focus on values! Is your work fulfilling or are you just filling in the moments? When was the last time you considered your values and are you living a life in accordance with them? When you know your values, you are more able to spot opportunities, make wise decisions and informed choices.

Understanding and living by your highest values will enable you to discover what is most important to you in life, who you really are and how to live a life of authenticity, purpose and fulfilment! Essentially you will know why you do what you do! You will discover your purpose.

Focus on your actions, not your words! You will naturally seek more of what you perceive you lack most or believe is missing in your life and you will try to fill the void. Your voids therefore create your values! What you lack most is often found to be your highest value!

If you are finding your work unfulfilling, it is highly likely that your work is not aligned with your highest values. As an individual, your core values form the internal compass from which you operate both on personal and professional levels. Your values drive your decisions and dictate your direction.

You don't work simply to work. You work to fulfil your needs and your values. When you align your values with those of others, you share the vision and you share responsibility.

Once you identify and live by your values, you will create meaningful, purposeful and innovative work and tap into your hidden potential releasing what you truly desire.

Align your work with your values to become valued for your work. It's staggering just what is possible individually and collectively, when you focus on WHY.

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## Values for You

The following questions are designed to help you to identify your values, to eliminate values which are no longer serving you and to add in new ones to create the quality of the life you seek.

Notice your language. If you say: I should... I need to... I really must..., these are social idealisms and you are living other people's values or priorities and not your own truth. If you say: I desire to... I choose to... I love to..., then you are more likely to achieve these goals as these are your highest values.

What you want to experience most and move towards, you will value higher. What you want to move away from, you will rank these lower on your list.

Free yourself and be honest about what you really want. Your every action reflects what is important to you, what you actually want to do and not what you should do!

You are looking to reach a state where you are fulfilled, liberated and inspired, not drained, frustrated or overwhelmed. You want to be focused, disciplined and energised not procrastinating, hesitating and confused.

**In order to discover your current values, answer the following questions:**

What is your basic human need?

Certainty, uncertainty, significance, connection/love, growth or contribution?

What emotional states are you moving toward? What emotional states are you moving away from?

Which activities inspire you most and give you the most energy?

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## *Values for You*

What do you love doing?

What activities do you prioritise your time to do the most or before you do anything else?

What do you value most in life?

What do you prioritise to spend money on?

What do you spontaneously do without needing any external motivation?

What would you do for free?

What are the things that you always notice in life?

What do you love to learn more about and what do you talk about?

Where are you most reliable, focused or disciplined?

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*Values for You*

What would you regret never trying?

What sparks your creativity?

What do you think about most in life?

What are your beliefs?

What do you value most and surround yourself with?

Who are the five people you spend the most time with and why?

What do you feel is missing in your life right now?

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## Values for You

**Identify any repetitions in your answers to these questions and order them from most important to least important. Keep this list to hand and now complete the next exercise.**

Let's find out what your highest values are in five simple steps.

1. With your answers in mind from the previous questions, look at the comprehensive list of values in this document. Identify all the values which resonate strongly with you or represent who you are. Please add your own values if you can't find them featured in this list. Using a highlighter, select as many values as you want and then make a shortlist of your Top 20.
2. Next, reduce your Top 20 shortlist to your Top 10, ranking them 1-10 with 1 being the most important to you and 10 the least.
3. Finally, look at this list again and reduce it to just five again ranking them from 1-5.
4. Congratulations! These are your highest values. Take a moment or two to consider what your highest values are and how you are currently honouring them in life.
5. Can you identify specific activities where you are currently demonstrating these values in your personal or business life? Do you have stories from your past where you have demonstrated these values?

If you need more help working on your values and how to align them with your business, then please book in a free 20 min coaching call with me today.

<https://calendly.com/amyrowlinson/enquirycall>

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## Values for You

Abundance	Brilliance	Concern For Others
Acceptance	Calmness	Confidence
Accessibility	Camaraderie	Conformity
Accomplishment	Candour	Connection
Accountability	Capability	Consciousness
Accuracy	Career	Consistency
Achievement	Carefulness	Contentment
Activeness	Caring	Contribution
Adaptability	Caution	Control
Advancement	Certainty	Conviction
Adventure	Challenge	Cooperation
Aesthetics	Change	Courage
Affection	Charisma	Courtesy
Agility	Charity	Craftiness
Alertness	Cheerfulness	Creation
Altruism	Choice	Creativity
Ambition	Clarity	Credibility
Amusement	Cleanliness	Cunning
Appreciation	Cleverness	Curiosity
Approachability	Collaboration	Daring
Assertiveness	Comfort	Decisiveness
Attentiveness	Commitment	Dedication
Autonomy	Common Sense	Democracy
Availability	Commonality	Dependability
Awareness	Communication	Determination
Balance	Community	Development
Beauty	Compassion	Devotion
Benevolence	Competence	Dignity
Boldness	Competition	Diligence
Bravery	Concentration	Directness

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## Values for You

Discipline	Expertise	Fun
Discovery	Exploration	Fun-Loving
Discretion	Expressiveness	Generosity
Diversity	Extroversion	Genius
Drive	Exuberance	Giving
Duty	Facilitation	Goodness
Dynamism	Fairness	Grace
Economic Security	Faith	Gratification
Economics	Faithfulness	Gratitude
Education	Fame	Growth
Effectiveness	Family	Happiness
Efficiency	Fearlessness	Hardwork
Elegance	Ferocity	Harmony
Emotional Health	Fidelity	Health
Empathy	Finances	Helpfulness
Empowerment	Financial Gain	Helping Others
Encouragement	Finesse	Heroism
Endurance	Fitness	Holistic Living
Energy	Flexibility	Home
Enjoyment	Fluency	Honesty
Entertainment	Focus	Honour
Enthusiasm	Foresight	Hopefulness
Entrepreneurial	Forethought	Hospitality
Environmental	Forgiveness	Humanity
Stewardship	Fortitude	Humility
Equality	Frankness	Humour
Ethical Living	Freedom	Imagination
Evolution	Friendliness	Impartiality
Excellence	Friendship	Improvement
Excitement	Fulfilment	Independence
Experience		

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## Values for You

Individuality	Mastery	Personal Development
Ingenuity	Maturity	Personal Growth
Initiative	Meaning	Persuasiveness
Inner Harmony	Meaningful Work	Philanthropy
Innovation	Meticulousness	Play
Inquisitiveness	Mindfulness	Playfulness
Insightfulness	Modesty	Pleasure
Inspiration	Money	Poise
Integrity	Motivation	Positivity
Intelligence	Nature	Potential
Intention	Neatness	Power
Intimacy	Open-Mindedness	Practicality
Introversion	Openness	Practice
Intuitiveness	Optimism	Pragmatism
Invention	Order	Precision
Inventiveness	Orderliness	Preparedness
Investment	Organisation	Present
Involvement	Originality	Pride
Joy	Origination	Privacy
Justice	Outlandishness	Productivity
Kindness	Outrageousness	Professionalism
Knowledge	Partnership	Progress
Leadership	Passion	Prosperity
Learning	Patience	Prudence
Liberty	Peace	Public Service
Location	Perceptiveness	Punctuality
Logic	Perfection	Purpose
Love	Performance	Purposefulness
Loyalty	Perseverance	Rapport
Make A Difference	Persistence	Rationality

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## Values for You

Realism	Self-Discipline	Support	Vibrancy
Reason	Self-Mastery	Surprise	Vigour
Reciprocity	Self-Realisation	Sustainability	Vision
Recognition	Self-Reliance	Sympathy	Vitality
Reflection	Self-Respect	Synergy	Volunteering
Regularity	Selfless	Talent	Warmth
Relationship	Sensitivity	Teamwork	Wealth
Reliability	Serenity	Temperance	Welcoming
Religion	Service	Tenacity	Wellbeing
Renewal	Sharing	Thankfulness	Wellness
Resilience	Significance	Thoroughness	Wilfulness
Resolution	Simplicity	Thoughtfulness	Winning
Resolve	Sincerity	Thrift	Wisdom
Resourcefulness	Skill	Timeliness	Wittiness
Respect	Smart	Tolerance	Wonder
Responsibility	Solidarity	Toughness	Work
Responsiveness	Solitude	Tradition	Worthy
Restraint	Sophistication	Tranquillity	Zeal
Results	Speed	Transcendence	Zest
Reverence	Spirit	Transformation	
Rigour	Spirituality	Transparency	
Risk	Spontaneity	Trust	
Romance	Stability	Trustworthiness	
Sacrifice	Status	Truth	
Safety	Stealth	Understanding	
Sage	Stewardship	Uniqueness	
Satisfaction	Stillness	Uncertainty	
Security	Strength	Unity	
Self-Care	Structure	Valour	
Self-Control	Success	Variety	

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## Values for Your Business

The core values not only define the company's culture, they help to bring everyone in alignment with all decision-making and dictate the direction of your business.

When your employees' values are aligned with the core values of the business, they will find the work more fulfilling and therefore will be more focused, creative, productive and intrinsically motivated to deliver valued services and products for your clients.

Business values should be carefully considered in the initial stages of creation by the founders and continually reassessed in terms of progress and adherence to those values.

Establish your company's core values in five simple steps:

1. Involve your employees by brainstorming a list of values together. Group similar ideas and start to eliminate those which resonate less. Identify a shortlist of between three and seven values.
2. Remember they are not single words this time but short phrases which establish how the company operates. They tell a story in just six words or less. Note that establishing company values is a discovery process and may take some time.
3. Once you have your shortlist, leave them to sit for a month or so and revisit them to see whether they reaffirm the purpose of the business.
4. Once you have your agreed shortlist, share them companywide and get everyone on board understanding what they mean on a day to day basis within each individual's role.
5. Company core values should be integrated into the recruitment, management and leadership elements of the business to ensure that everyone is adopting the values and aligning their work with them.