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BUILDING PORTFOLIOS WITH PURPOSE

CORE VALUES

Clarity

KIT

A step-by-step guide to
identifying your core authentic values

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It's easy to drift along, not really thinking about values. Have you ever been in a place where you really just felt discontent and couldn't pinpoint why?

This happens when we make decisions based on FOMO or worse, choose to do something out of "obligation" and then feel commitment regret later.

No doubt you've heard the question:
what is your why?

It can be an overwhelming question. Knowing your values is the key to unlock the answer you've been so desperately seeking. Clarity about what matters most to you will help you to make choices with confidence and allow you to stop feeling guilty about the outcome.

How would it feel to live your life in a way that is genuine and sincere - having 100% integrity with yourself? That's true freedom.

This outline is the same process I use with my private coaching clients.

- Clarity on why you think the way you do
- Challenging yourself about which beliefs to let go of
- Holding fast to the beliefs that align with your values

... these are the things we cover here

xo - Jacqueline

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WHY VALUES?

Values are the why behind the what, who and how of your purpose. If you do not have values as a standard to look to in your business, you will constantly question the decisions you make and feel unfulfilled even when you do reach your goals. Clients are looking for authenticity that comes from knowing who you are as a business.

Having clarity on your values builds confidence, alleviates comparison, and eliminates competition. The world needs what YOU have to offer.

WHAT ARE VALUES?

Since purpose is the foundation of your business, think of your values as the key ingredient in the foundation of your purpose. Like the cement that is used to pour the foundation of a strong building, it must be cured slowly and evenly. Without proper installation, the foundation can crack and eventually the building will start to crumble.

What are "values"?

Oxford English Dictionary defines values as "a person's principles or standards of behavior; one's judgment of what is important in life"

Cool, isn't it?

Discovering your values is simply uncovering the reason why you choose a certain thing over another. There is a lot of psychology behind values but in the interest of keeping things simple: values are formed as a result of our beliefs. They are the standard by which we make our decisions.

If you are not sure where to start with identifying your values, use the following simple-step tutorial to walk you through the basics.

"Nothing can undo my faith, rob me of hope,
or keep me from love unless I choose to let it."



SELECTING CORE VALUES

STEP ONE. Use this basic list of values below to circle every word listed that resonates with you. Don't take time to overanalyze - you can narrow down as you go. This step should be quick and easy. If you are lingering too long, nudge yourself to stop thinking so hard. If there is a value-word that pops into your head and is not listed here, add it to your list and circle that too.

Acceptance	Consistency	Expressive	Integrity	Professionalism	Structure
Accomplishment	Contentment	Fairness	Intelligence	Prosperity	Success
Accountability	Contribution	Family	Intensity	Purpose	Support
Accuracy	Control	Famous	Intuitive	Quality	Surprise
Achievement	Conviction	Fearless	Irreverent	Realistic	Sustainability
Adaptability	Cooperation	Feelings	Joy	Reason	Talent
Adventure	Courage	Ferocious	Justice	Recognition	Teamwork
Alertness	Courtesy	Fidelity	Kindness	Recreation	Temperance
Altruism	Creation	Focus	Knowledge	Reflective	Thankful
Ambition	Creativity	Foresight	Lawful	Respect	Thorough
Amusement	Credibility	Fortitude	Leadership	Responsibility	Thoughtful
Assertiveness	Curiosity	Freedom	Learning	Restraint	Timeliness
Attentive	Decisive	Friendship	Liberty	Results-oriented	Tolerance
Awareness	Decisiveness	Fun	Logic	Reverence	Toughness
Balance	Dedication	Generosity	Love	Rigor	Traditional
Boldness	Dependability	Genius	Loyalty	Risk	Tranquility
Bravery	Determination	Goodness	Mastery	Satisfaction	Transparency
Brilliance	Development	Grace	Maturity	Security	Travel
Calm	Devotion	Gratitude	Meaning	Self-reliance	Trust
Candor	Dignity	Greatness	Moderation	Selfless	Trustworthy
Capable	Discipline	Growth	Motivation	Sensitivity	Truth
Careful	Discovery	Happiness	Openness	Serenity	Understanding
Certainty	Drive	Hard work	Optimism	Service	Uniqueness
Challenge	Education	Harmony	Order	Sharing	Unity
Charity	Effectiveness	Health	Organization	Significance	Valor
Cleanliness	Efficiency	Honesty	Originality	Silence	Victory
Clear	Empathy	Honor	Passion	Simplicity	Vigor
Clever	Empower	Hope	Patience	Sincerity	Vision
Comfort	Encouraging	Hospitality	Peace	Skill	Vitality
Commitment	Endurance	Humility	Performance	Skillfulness	Wealth
Common sense	Energy	Image	Perseverance	Smart	Welcoming
Communication	Enjoyment	Imagination	Persistence	Solitude	Winning
Community	Enthusiasm	Improvement	Plan	Spirit	Wisdom
Compassion	Equality	Independence	Playfulness	Spirituality	Wonder
Competence	Ethical	Individuality	Poise	Spontaneous	
Concentration	Excellence	Innovation	Potential	Stability	
Confidence	Experience	Inquisitive	Power	Status	
Connection	Giving	Insightful	Present	Stewardship	
Consciousness	Exploration	Inspiring	Productivity	Strength	

SELECTING CORE VALUES

STEP TWO. On a clean piece of paper, make separate columns/groups. I suggest five to start.

STEP THREE. Now using the words you selected, group together words that "go together" . Again, this step will not take a great deal of time. There is no wrong way to do this. For example : You might choose community, teamwork, and harmony and put them in a group together. Someone else may put harmony with joy & love.

You may also put a word in more than one group if it seems to fit.

For example : You might decide to put harmony in two columns, with community & teamwork, and also under the column that includes joy & love .

This is all about what makes sense to YOU. Get all your words into five columns, or groups. If you end up with more than five groups, you can keep additional groups if that seems better for you.

STEP FOUR. Which words leap out from each column/group? Select a single word from each column, choosing the one that is the best represents the theme of that group. Do not feel that you have to overanalyze. These are your words. Do with them what feels best for you.

That's it! You now have five values that are authentic to you.

Side note : you can always tweak these later. They are not chiseled into stone tablets.

How will you honor your values? Put them into action! Read the next section to discover how to start doing this now.

APPLYING VALUES

It is a good practice to think about and write down your authentic core values. Having them close by when you are making decisions makes easier to chose what is consistent with your purpose, and do it with confidence.

Choose to develop a series of actions that you intend to implement to exercise your values. Just because you have a list of values does not mean they are REAL. Real business values are identified by living proof that they are being exercised regularly and with intention.

- Values & actions must match up
- Business values are non-negotiable
- All team members (including you) understand they are the cornerstone of the business
- Business values are treated as strategically sound beliefs that support all structure & systems

You may find that your values evolve and change from time to time. That's okay. Feeling unsettled about one of your values might mean it is time to create or revisit the list of authentic core values of you have and make adjustments or perhaps recommit to what's important.

Honor your values by reviewing & exercising them regularly.

- Save them to a place you will see them daily - notes on your phone | set as your screen-saver | post-it in on the bathroom mirror to read aloud every day
- Set intentions with action statements
- Repeat out loud daily to practice articulation & remind yourself - use a phone reminder to pop when you are not typically busy | post your list on the fridge door
- Review regularly & adjust when needed

WANT TO LEARN MORE?

[Connect with me by clicking HERE](#) for a complimentary discovery chat.

"Your life is your story. Write well. Edit often." - Susan Statham