



BLICK CREATIVE RESOURCES

Exercise 3

Working Out Your
Personal & Business
Values



WWW.BLICKSTUDIOS.ORG/RESOURCES/

Exercise 3

Working Out Your Personal & Business Values

01. Introduction

For this exercise we are looking first at your personal values which in turn will influence your business values. Both of which will help you define and develop your creative idea.

02. What are personal values?

Values are the principles that help you to decide what is right and wrong, and how to act in various situations. They are the basic and fundamental beliefs that guide or motivate attitudes or actions. They help us to determine what is important to us. They describe the personal qualities we choose to embody to guide our actions; the sort of person we want to be; the manner in which we treat ourselves and others, and our interaction with the world around us. They provide the general guidelines for conduct.

Exercise 3

Working Out Your Personal & Business Values

03. What are business or professional values?

Business or professional values are the core values or standards that guide the way you do business or work professionally. They sum up what your business or creative practice stands for, influences the organisational culture and drives how and why you do things. While business plans and strategies may change, the core values of your business will usually remain the same. Company values help businesses grow and evolve without losing focus on what is important to them. There are many different company values a business can take on, usually in various combinations, to help guide them in the way in which they do things.

‘Its not hard to make decisions when you know what your values are.’ Roy Disney

Exercise 3

Working Out Your Personal & Business Values

04. Examples of values

Accountability - Achievement - Adaptability - Adventure - Altruism - Ambition - Authenticity - Balance - Beauty - Being the best - Belonging - Career - Caring - Collaboration - Commitment - Community - Compassion - Competence - Confidence Connection - Contentment - Contribution - Cooperation - Courage - Creativity - Curiosity Dignity - Diversity - Environment - Efficiency - Equality - Ethics - Excellence - Fairness Faith - Family - Financial stability - Forgiveness - Freedom - Friendship - Fun - Future generations - Generosity - Giving back - Grace - Gratitude - Growth - Harmony - Health Home - Honesty - Hope - Humility - Humor - Inclusion - Independence - Initiative - Integrity - Intuition - Job security - Joy - Justice - Kindness - Knowledge - Leadership Learning - Legacy - Leisure - Love - Loyalty - Making a difference - Nature - Openness - Optimism - Order - Parenting - Patience - Patriotism - Peace - Perseverance - Personal fulfillment - Power - Pride - Recognition - Reliability - Resourcefulness - Respect Responsibility - Risk-taking - Safety - Security - Self-discipline - Self-expression - Self-respect - Serenity - Service - Simplicity - Spirituality - Sportsmanship - Stewardship Success - Teamwork - Thrift - Time - Tradition - Travel - Trust - Truth - Understanding Uniqueness - Usefulness - Vision - Vulnerability - Wealth - Well-being - Wholeheartedness - Wisdom

<https://daretolead.brenebrown.com/wpcontent/uploads/2019/02/Values.pdf>

Exercise 3

Working Out Your Personal & Business Values

05. Key situations

Describe 3-5 specific situations that you would consider great examples of what your business will be about (e.g. having fun while working, offering great customer service, delivering really creative solutions). After creating your list of situations you just have to go back and identify the underlying values in each situation (e.g. fun, customer service, creativity).

Exercise 3

Working Out Your Personal & Business Values

06. Your personal values list

Make a list of your personal values

07. Top rules

If you were to introduce only 3 rules in your business you and all future employees would always follow what would they be? After you come up with the rules, list the values that each of those rules represent

Exercise 3

Working Out Your Personal & Business Values

08. Negative triggers

List 3 times you got angry/upset/irritated in your work/ business. What caused the reaction? What values were not met? (e.g. messy workspace, someone talking badly about another colleague, someone turning up late) Focus on work/business situations not personal ones. Don't include times people were rude to you, but do include situations where you thought 'this person is taking advantage of my time or not showing commitment. After you have identified the 3 situations, look at the values that were violated and made you angry or upset

Exercise 3

Working Out Your Personal & Business Values

09. Desired list

The previous exercises helped you see what your current business values are. Now you can integrate those existing values with 5 values you would like your business to have. Pick them based on what you hope and plan for your business.

Exercise 3

Working Out Your Personal & Business Values

10. Defining your list

Create a long list with all the values you extracted using the exercises above, then categorise them into 5 separate groups using criteria that makes sense to you. At the end of the process choose a value that represents each group using a single word or short expression. Take time and remember the values you choose are the basis for your company.

Long List

Exercise 3

Working Out Your Personal & Business Values

10. Defining your list continued

Values Group 1:

Chosen Value:

Values Group 2:

Chosen Value:

Values Group 3:

Chosen Value:

Values Group 4:

Chosen Value:

Values Group 5:

Chosen Value:

Exercise 3

Working Out Your Personal & Business Values

11. Your final list

Finally put your 5 values in order of importance.

1.

2.

3.

4.

5.