

# Core Values Alignment

*Assess the  
congruence of  
your personal  
and business  
values.*

*JACQUI ALDER*

*'It's not how others see you which  
matters, it's how you see yourself.'*

*JACQUI ALDER*

## Hi, I'm Jacqui Alder.

### Values are important to women.

Which is why I've designed this resource to help you identify the link between your personal values and your business values.

### Helping you is why I'm here.

When women come together in the spirit of mutual support, magic happens. Let's face it, we could all use a little magic in our lives.

### As women you and I face some specific challenges.

When I started this venture, my goal was to help women tune into themselves, focus on what's important, and act accordingly.

In the years since I created my [original self-coaching journal](#), I've been actively engaged with many of the women who've used it.

These women, the women I mentor, and the women in my community workshops have taught me much. In particular, I've learned **how difficult you find it to hear yourself above the noise.**



## Why does it seem so noisy?

As a woman, you're living in the middle of significant social change. **Whilst much has changed since the times of your grandmother and mother, much has remained the same.**

**The result is you're in between two worlds.** One is where your role remains defined in traditionally feminine lines such as nurturer, carer, wife, or mother. The other is the world of work, study, career, and business where roles and the concept of success are still largely defined in masculine ways.

It's virtually **impossible to live up to these competing expectations.** Striving to do so can be frustrating and exhausting. Consequently, women today are experiencing an **elevated sense of inner conflict.** Together, these factors can lead to **increased self-doubt and reduced self-confidence.**

When you're **running your own business, you've another layer** to contend with because you're in the world of business and startups. A world which has yet to adapt to women owned and led businesses – particularly if they provide products and services to female markets.

Doing the **exercises that follow will help you tune out the noise** so you can better manage yourself as you build and grow your business.

## Why your core values matter.

Core values are the principles by which you define what you stand for, both as an individual and as a business.

They provide the foundational criteria for defining how you do what you do in a way that is congruent with who you are. If you use your core values to guide you in your decisions and to set the boundaries between what is and isn't acceptable to you, you will be better able to deal with the challenges that come your way.

### This is particularly so for women.

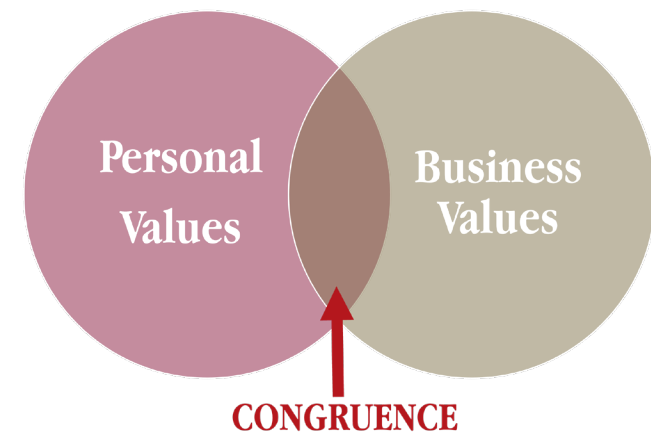
Research shows women place greater importance on acting consistently with their core values than men. This is not to say values aren't important to men; they are, they are simply relatively more important to women.

This fact makes core values a **powerful and simple strategic advantage** for you – if you do the work required.

Women who reflect on their core values are shown to be less affected by the negative impact of stereotypes, have an improved sense of self-worth, and perform better.

## Values alignment in your business,

Whilst your core personal values and business values may differ, if there isn't some degree of overlap or consistency between the two, you'll likely feel a sense of unease which will impact both you and your business negatively.





## Identify your CORE PERSONAL VALUES.

Read the list below and **mark the 10 values** that are most important to you.

ACHIEVEMENT	ADVENTURE	AUTHENTICITY
AUTHORITY	AUTONOMY	BALANCE
BEAUTY / AESTHETICS	CHALLENGE	COMMUNITY
COMPASSION	COMPETENCE	COURAGE
CREATIVITY	CURIOSITY	ENJOYMENT / FUN
FAIRNESS	FAME	FAMILY
FRIENDSHIP	GROWTH	HAPPINESS
HEALTH / FITNESS	HELP OTHERS / SERVICE	HONESTY
HUMOUR	INFLUENCE	INNER HARMONY
INTEGRITY	JUSTICE	KINDNESS
KNOWLEDGE	LOVE	LOYALTY
OPENNESS	OPTIMISM	ORDER
PEACE	POPULARITY	RECOGNITION
REPUTATION	RESPECT	RESPONSIBILITY
SECURITY	SELF-RESPECT	SPIRITUALITY
STABILITY	STATUS	TRUST
VARIETY	WEALTH	WISDOM

## Tips For Completing This Exercise

- \* Work quickly, trust yourself, and follow your instincts.
- \* Don't fuss over the words themselves.
- \* You'll be working on refining them next.

## My Top 10 Core Values



## Review the top 10 Values you marked on the previous page.

Identify which of these are **most important** to you **given the current circumstances in your life** – keep it to a **minimum of 3** and a **maximum of 5** values.

*List each value* below, followed by the words ‘. . . *is important to me because . . .*’ and then add whatever your ‘because’ statement is.

1.

3.

4.

2.

5.

## Are your personal and business values aligned?

Compare your personal core values with your business values below.

PERSONAL	BUSINESS	ALIGNED?

*Note: If you don't have business values, try using the personal values exercise above, making sure to put your business cap on before you do. It doesn't need to be perfect; you can refine them later.*

## What did you notice?

Now that you've completed these exercises, what observations or reflections do you have?

*I hope you've found this helpful.  
With love Jacqui.*

