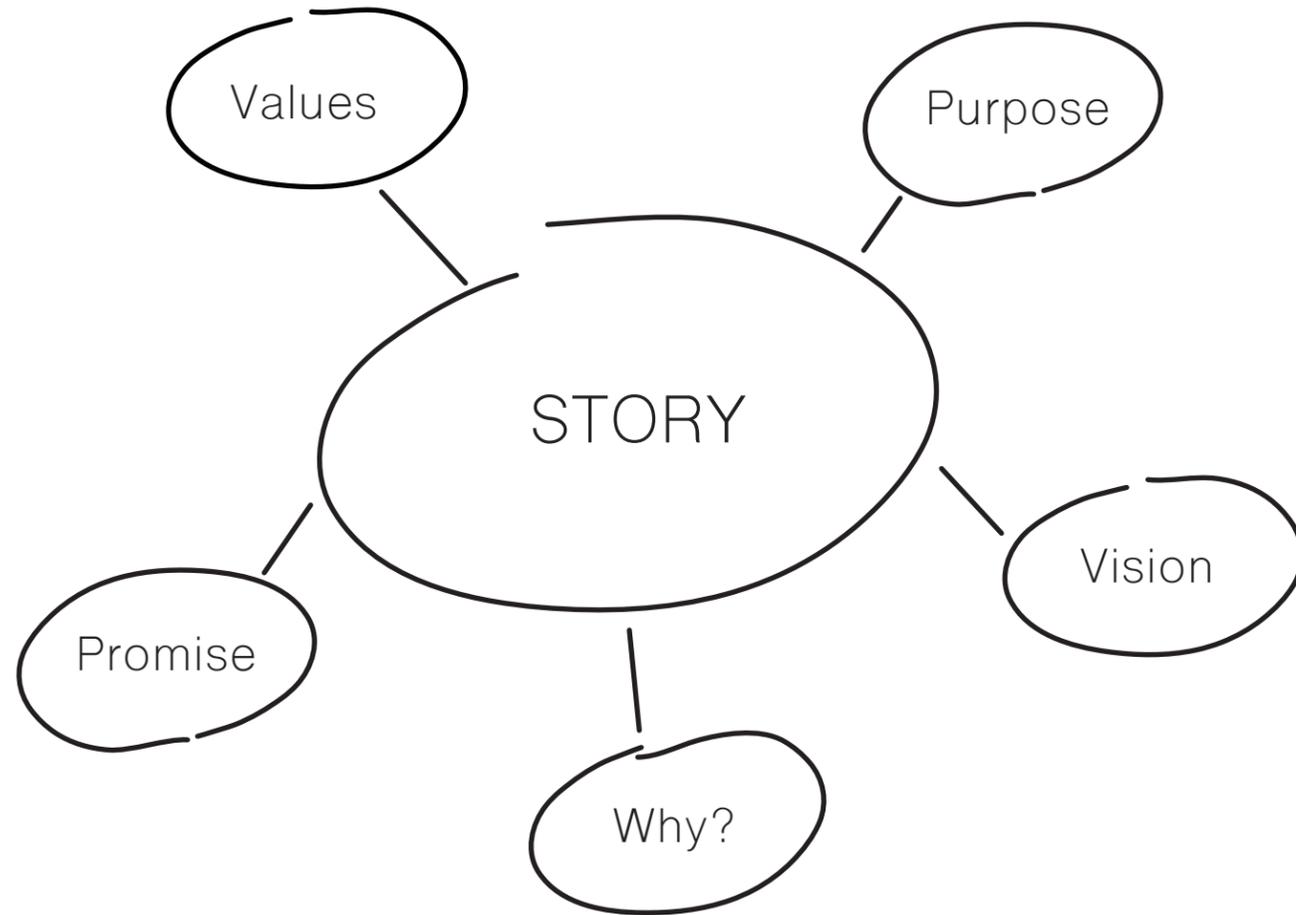


Module 2

Values

YOU'RE
CREATING
YOUR IN-DEMAND
BRAND





My core beliefs are important. They dictate my behavior and actions. My Values motivate and influence how I spend my time and affect how I feel about myself and others.

my **Values** exercise

Partner ONE: Part 1

1. Choose a partner.
2. Ask your partner the Question: What are the values for your business?
3. Write down their one word answers (on the worksheet or Google Doc).
4. When they think – Stop!
5. Repeat their values back to them.
6. Repeat the Question: What are the values for your business?
7. Finish after the 3rd 'Stop'.

Partner ONE: Part 2

1. Hold up the sheet/s of paper or share the Google Doc.
2. Ask the Question: What is the most important Value for your business?
3. Put the sheet of paper down. Number their value in the area provided.
4. Repeat this 4 times.
5. Write down their top 4 values on the worksheet.
6. Scan/send a picture of the sheet/share the Google Doc with your partner.

