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Value Set ACTION PLAN

1) Develop a list of personal values in the core areas of your life including:

- Relationships

- Financial objectives

- Business strategies

- Communications

- Mental health or spiritual restoration

- Physical life experience / health, activity, etc.

2) For each of the values you have identified, ask yourself these questions:

- How does this value play in the business model?
- How critical is this value to the business mission?
- How does the value impact the interaction between employees and customers?
- How important is this value to you personally?
- How important is this value to your market?

3) Identify the top 5-7 values that most directly impact your company and your relationship with your employees and customers. Print the list and place it in a place that is highly visible *to you*.

4) Observe the interactions of yourself and your team over the next week. Are you taking action consistent with these values? Is your team? Take notes, reflect, see how well your most important values are reflected in your business.