

# Creating Creativity<sup>®</sup>

Exploring Your Values



Our inner resources are our belief systems, our imagination, confidence, courage. These are shaped by our life experiences and, as we grow, we begin to challenge those values. If our external resources - the people, situations, the environment we surround ourselves with do not align to our core personal values, we often find ourselves in times of conflict





# Values

Your personal values are the things you believe are important in the way you live and work. They determine your priorities and are powerful measures you can use to evaluate if your life is going in the right direction.



Our values are the emotional states that we believe are important to either experience or avoid. These are called out towards values and away values



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Every year I evaluate (both in business and for me personally) if my values are being met, naturally I want these to align. Your values may change through your life, what's important today can be less important to you as little as 12 months ago. As your definition of success changes, so do your personal values.

My values are creativity, empowerment, spirituality, love, truth & growth, they are extremely important to me, so when I'm in situations that do not resonate with my values I feel frustrated, unhappy, unfulfilled. If there is no way of those values being met then I know it's time for me to leave whatever situation I am in and move my life towards the place where my values can be met.



As creative business owners we are at the core of our business and our creativity so when our personal values and our business values are out of line we can fall out of love with the business we are in. Our business suffers ... our creativity suffers, often times we have no idea that it is because our values are not being met. When we don't understand our values we can spend many years searching for and being around people, places and environments that do not fulfil or serve us.

When we understand our personal values, align them with our business values we can resonate with our clients on a level that is so much more than financial. Our values are our USP, they are big part of our authenticity and our creative voice, they help us speak to others, our clients, our relationships happen at a much deeper level. As artists they help us create images with impact, they also help us live authentic lives. Put all our values together in our life, art and business we begin to thrive in all aspects of our lives.



Creating Creativity® is built around my values ... if you look at my brochure, under the foundation stones you will see how my business model has been built around those values ... this is my USP ... it's what I am passionate about and how I see the world. When I'm in this space I can achieve great things from here ... when I step outside of those values I become disempowered, I am not in alignment to who I am. Using my brochure/website as an example who am I going to attract?

Who am I not going to attract?





## Questions

What do you love?

What do you hate?

What are you passionate about?

What do you really want?





# Values

Think about your peak experience - what was going on? How were you feeling?

What were you doing?

What other elements contributed to your happiness?

What need or desire was fulfilled?

How and why did the experience give meaning to your life?

Now look at times when you were in conflict and facing challenges.

What needs were not being met?

What was the behaviour of the people around you?

How and why did these situations dis-empower you?

What annoys you and makes you angry?



Accountability  
Accuracy  
Achievement  
Adventurousness  
Altruism  
Ambition  
Assertiveness  
Balance  
Being the best  
Belonging  
Boldness  
Calmness  
Carefulness  
Challenge  
Cheerfulness  
Clear-mindedness  
Commitment  
Community  
Compassion  
Competitiveness  
Consistency  
Contentment  
Continuous Improvement  
Contribution  
Control  
Cooperation  
Correctness  
Courtesy  
Creativity  
Curiosity  
Decisiveness  
Democraticness  
Dependability  
Determination

Devoutness  
Diligence  
Discipline  
Discretion  
Diversity  
Dynamism  
Economy  
Effectiveness  
Efficiency  
Elegance  
Empathy  
Enjoyment  
Enthusiasm  
Equality  
Excellence  
Excitement  
Expertise  
Exploration  
Expressiveness  
Fairness  
Faith  
Family-orientedness  
Fidelity  
Fitness  
Fluency  
Focus  
Freedom  
Fun  
Generosity  
Goodness  
Grace  
Growth  
Happiness  
Hard Work  
Health

Helping Society  
Holiness  
Honesty  
Honor  
Humility  
Independence  
Ingenuity  
Inner Harmony  
Inquisitiveness  
Insightfulness  
Intelligence  
Intellectual Status  
Intuition  
Joy  
Justice  
Leadership  
Legacy  
Love  
Loyalty  
Making a difference  
Mastery  
Merit  
Obedience  
Openness  
Order  
Originality  
Patriotism  
Perfection  
Piety  
Positivity  
Practicality  
Preparedness  
Professionalism  
Prudence  
Quality-orientation

Reliability  
Resourcefulness  
Restraint  
Results-oriented  
Rigor  
Recognition  
Security  
Self-actualisation  
Self-control  
Selflessness  
Self-reliance  
Sensitivity  
Serenity  
Service  
Shrewdness  
Simplicity  
Soundness  
Speed  
Spontaneity  
Stability  
Strategic  
Strength  
Structure  
Success  
Support  
Teamwork  
Temperance  
Thankfulness  
Thoroughness  
Thoughtfulness  
Timeliness  
Tolerance  
Traditionalism  
Trustworthiness

Truth-seeking  
Understanding  
Uniqueness  
Unity  
Usefulness  
Vision  
Vitality

## Towards Values List Your Top Five



# Example

My Towards / Away Values

Creativity - Stagnation

Empowerment - Injustice

Spirituality - Closed Minds

Love - Spitefulness

Truth - Dishonesty

Growth - Stagnation



# ACTIONS

Evaluate the people you attract or are drawn too

Recognise your values and celebrate them

What can you do more of to embrace your values in your daily life?

Step away from toxic people or situations

Surround your self with people that honour, respect and celebrate your values



It is in your moments of decision that your  
destiny is made



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What else needs to change?





If you're committed to following your dreams and taking your next steps, making life work **for** you, your business work **with** you and your creativity flow **through** you, then I'd love to hear from you and take those next steps together.

I am here:  
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**connect**

Helping Creatives Thrive in their Lives, Art & Businesses

