Creating Creativity®

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, whats 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 CuriosityDecisiveness Democrationess Dependability Determination

Devoutness Diligence Discipline Discretion Diversity Dynamism Economy Effectiveness Efficiency Elegance **Empathy** Enjoyment **Enthusiasm** EqualityExcellence Excitement Expertise Exploration Expressiveness Fairness Faith Family-orientedness Fidelity Fitness Fluency Focus Freedom **FunGenerosity** 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 **MeritObedience** Openness Order Originality Patriotism Perfection Piety Positivity Practicality Preparedness Professionalism

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 Prudence **Traditionalism** Quality-orientation **Trustworthiness**

Reliability

Restraint

Resourcefulness

Results-oriented

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

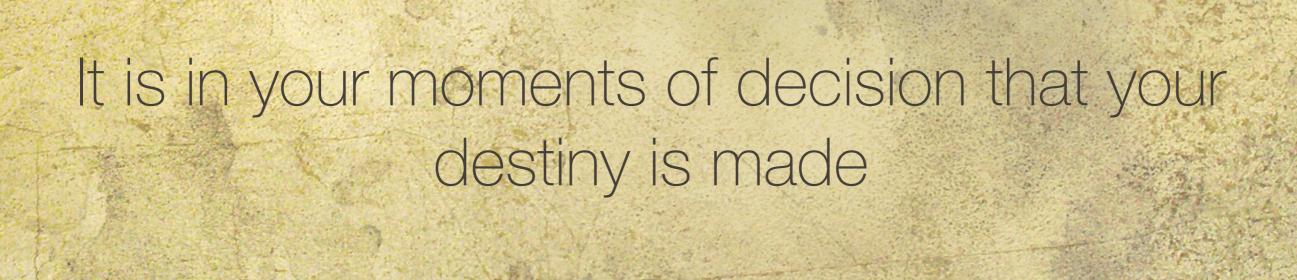
Recognise your values and celebrate them

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







www.clare-louise.com



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: inspiration@clare-louise.com 07899747953 www.clare-louise.com

connect

Helping Creatives Thrive in their Lives, Art & Businesses

