

Are you living your values?

JACQUI ALDER

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

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Hi, I'm Jacqui Alder.

Values are important to women.

Which is why I've designed this resource to help you identify your personal values and assess how well you're applying them.

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've mentored, and the women in my community workshops have taught me much.

Amongst other things, I've learned **how difficult you find it to hear yourself above the noise of life.**

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.

If you're **running your own business**, you've yet another layer to contend with – particularly if you provide products and services to female markets and are seeking funding.

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.**

Doing the **exercises that follow will help you** tune out the noise so you can **hear your constructive inner voice.**

Follow her lead she knows what's best for you - even when you don't.

Why your core values matter.

Core values are the principles by which you define what you stand for as an individual. 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 your decisions and to set the boundaries between what is and isn't acceptable to you, you'll be better able to deal with the challenges that may come your way.

They are particularly important to 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. Values are simply relatively more important to women, notably in the context of work and business where women are more likely to forego money or advancement.

Whilst these differences might be a result of male / female stereotypes core values present 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 in their chosen pursuits.

Priorities change & values do too.

You are real, you have a life.
As your life unfolds, you change, and so do your values.

Values aren't static, they can move up and down in relative priority. They can also change in meaning according to your circumstances. For example, the value of 'family' might develop a different meaning if you become a parent.

This is why it's important to regularly review and refresh your values. Without doing so you might be trying to live according to a set of values that are no longer relevant which can cause you stress.

The upcoming exercises are designed to ensure you're focused on your current reality before you move onto choosing and defining your core values.

As you work through, you'll notice I ask you one question repeatedly, 'Really?' This is my golden question. When you see it, I'd like you to imagine it's asked with a skeptical tone. This is because one of the biggest lessons I've had in my work is this; we women excel at denying important truths to ourselves because we've been bullied by the little voice of 'should'.

Okay, it's time to get started. See you over the page.

What's important to you?

Answer this in the context of your current reality.

What's NOT important to you?

Answer this in the context of your current reality.

Review your answers and ask yourself the golden question. ***Really?***



Identify your top 10 values.

Read the list below and **mark your top 10 values**.

Trust yourself and follow your instincts. Don't fuss over the words themselves. You'll be refining your list soon.

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

My top 10 values.

List your top 10 values. Then, **assign each a priority** from one to ten.



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. **Note:** it's okay to change the priorities you allocated previously – their yours to decide.

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.

Reflection

Look back over your answers so far. Reflect upon what you noticed about yourself and any patterns or themes. Remember to ask yourself the golden question. ***Really?***



Your values apply to you too.

Yes, those nice values you've chosen apply to you and how you treat yourself. Let me explain.

What I've discovered through my work is many women focus on applying their values to others and neglect applying those same values to themselves. If you do this, you may experience feelings of hurt, and even anger because others haven't respected you or your boundaries.

If this is true for you, it's likely you haven't set boundaries with the most important person in your life – you.

The following double page spread contains an exercise to help you understand how well you are (or aren't) applying your values to yourself.

Before you do that, I've provided space on the next page for you to write down any current situations where your boundaries are being disrespected or you're finding it challenging to set them.

Setting boundaries.

My current challenges are.




How well do you treat yourself in alignment with your values?

Refer back to your list of priority values.

On a scale of **1 to 4**, rate yourself for **how consistently you treat yourself** in alignment with **each of your values**.

Note why you gave yourself the rating.

Consider each of the following aspects of your behaviour towards yourself.

 My thoughts

 My habits

 The behaviour I accept from others

Review your answers and ask yourself the golden question. Really?

What did you notice?

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

What is one action you will take?

Now you're aware, it's time to take action.

Choose one step you can take. Keep it small, one small step taken is more useful than one large one not taken because it feels too hard.






How did you go?

Did you find this resource helpful?

If you have any questions, please reach out, you'll get a personal response from me - the real person who wants to help you.

I'd also love to hear your feedback and would appreciate you making to effort to let me know. Because it's feedback from women like you helps me help other women.

You can contact me via social media here:

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With love Jacqui