



## CHAPTER 8

### *BAKE MOTHERHOOD AND YOUR VALUES INTO THE BUSINESS CULTURE*

#### **CREATE AND DECLARE BUSINESS VALUES**

- ⌚ **Suggested Time to Complete:** This exercise could take one to three hour-long meetings if you are working with your team. If you are doing this on your own, set aside ninety minutes.
- ☑ **When you complete this exercise,** you will have guiding values that are easy to live and apply in daily operations.
- ⊗ **If you skip this exercise,** your business may grow in a way that is outside of your vision and in conflict with your personal values.
  - Start with your personal values, which are the core of this process (and this book). They are not separate from your business; they are its driving force. List your primary personal values. Limit this list to the big three.
  - Now, look at the list and consider your team (or the team you want to have someday). Are you missing a key value that would help you support them?
  - Next, consider your customers. What values will help you attract and keep them? Add these values to your list. Remember, your business value list is different from your Immutable Laws, which are about the lines your business does not cross.
  - Finally, consider how your values will help guide you and your team to serve, make decisions, interact with people, and run things on a daily basis. Looking at each value on your list, what are five behaviors you and/or your team could engage in that demonstrate those values?
  - Once you've completed this process, follow Jesse Cole's lead and put your values in alphabetical order so you can easily remember them.