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JANINE
MANNING
AMPLIFY YOUR SUCCESS

VALUES

THE SECRET TO YOUR SUCCESS



JANINE MANNING

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Values – The Secret to Your Success

After a decade of coaching clients across the globe, I am no longer surprised as to how many people **haven't** had exposure to the fundamental work of identifying their core values. This means, we are not able to leverage the power of core values for greater happiness and subsequently, greater success.

We should be equipping students with this information in their primary school years to help them better understand themselves and navigate the complexities of friendships and playground dynamics. Recognising that each human being values different things brings a level of understanding and empowerment to be unique, to stand true in who you are, and to appreciate that we are all different. There is no right or wrong; there is different prioritisation on what is important. Being able to align yourself with people, groups, activities and later on, workplaces, that own and champion similar values to you, set you up for a more fulfilled and successful life path.

What are values?

Dictionary Definition:

Noun - plural noun: values

principles or standards of behaviour; one's judgement of what is important in life



Values are our compass. The shining stars that guide our lifeboat to our unique safe harbour in a sea of unpredictability. The essential elements we need in our life to feel like our true selves. For example, love, health, respect and achievement. They are fundamental building blocks that make us who we are, our essence as a human being and as a professional in the workplace. Ultimately, our values tell us what is important. They justify our thoughts, focus where we spend our time, clarify what to fight for, and guide how we behave.

When our values are nourished, we feel whole, fulfilled, and ultimately, we have the energy and optimism to take affirmative action to become a stronger, more capable version of ourselves. You feel like you are on fire, and the world is full of endless possibilities that you are ready to engage with and maximise.

When your values aren't met, things feel misaligned, harder. Life feels tough. There is a palpable lack of fulfilment, optimism, confidence in self. The energy it takes to get through the day, let alone strive for excellence, can feel exhausting. Often you will feel stuck.

Herein lies the connection between the power of our values and success. **Sustainable success comes from feeling authentic, aligned and energetically ready to tackle whatever comes your way.** You know you're on the right path, and you move forward with confidence and determination, ready and willing to make decisions to build momentum.

Your map of the world

Everyone has a unique map of the world, and it is from this map that our values get formed. Our map is built over time and is created from all of our life experiences. Our map is an intricate web of connections and meaning sourced from culture, ethnicity, family dynamics, family values, religious beliefs, education, mentors, pivotal life moments, travel, wins and losses. No two people see the world the same way because no two people have experienced life the same way, and hence we are all shaped differently, and our values are a reflection of that difference.

Someone coming from a high-achieving family who participate in competitive sports and live in a culture that supports champions, may uphold values like success or determination above all else. Someone coming from a war-torn country where daily survival was their way of life may uphold values like stability, freedom or peace above anything else.

Research tells us that the foundations of our values get shaped before we are seven years old. From then on, we will gather evidence to substantiate what we believe to be true, in doing so, strengthening our value set. There are pivotal moments later in life that has the power to redefine our childhood values, but for the most, the foundations for our success are cast in stone by your early primary school years.

It is worth noting that we are not our values and should we have values that are not serving us, we can let them go — more on that a little later.

Identifying your core values

As complex human beings, we have a range of values that help guide us through life. Depending on your Google search of 'personal values' you can download tables with hundreds of values listed. For many of us, we can quickly identify with a bunch of them - love, freedom, health, respect and honesty are high on most people's list. Professionals happily working in service roles will tend to list values like service, purpose and community. In contrast, those crushing it in high-pressure roles in financial services often identify with values like respect, success and results.

Here's the thing - to harness the power of our values for success, we want to focus on an exclusive list of our absolute core values. These are the values that are most important to us, above all else. The non-negotiables that must be present for you to feel like your true self. These are the values that without them in your life, you would feel like an untethered boat at sea amid a storm – lost.



**Values
Elicitation**



**Reflection &
Revision**



**Grouping
& Naming**



**Rules &
Nourishment**

Step 1: Values Elicitation

To help identify your core values, brainstorm your answers to the following questions on a piece of paper. As similar words keep surfacing find a way to capture its significance, i.e. tally system or a thicker circle around the word.

For each answer you identified with the questions below, ask yourself this secondary question and go deeper to get a more considered response: what does this give me? i.e. Family > What does family give me? i.e. Connection, belonging, love.

- › What is most important to you in your life?
- › What is most important to you in each of the following: work/team/role?
- › When you're not under pressure, what are you likely to be doing?
- › Remember a time when everything felt 'right' in your world? What was happening in your life? Who was around you? What were you doing that made everything feel so right at that moment?
- › Remember a time when everything felt 'wrong' in your world? A challenging time. What was happening in your life? Who was around you? What wasn't present that made everything feel so wrong?
- › What gets you angry or frustrated?
 - For each situation you've identified - what aren't you being given, or what isn't being met that makes you feel this way? i.e. People that don't turn up on time means my time isn't being valued and therefore I am not being respected. Respect is an important value for me.



Step 2: Reflection & Revision

As a sense check, cast your eye over the following values gallery and see if any grab your attention. Note: don't go 'shopping' for the values that you'd like to have, instead use it to double-check that you haven't missed a value that sits at the heart of who you are right now.

Accountability	Excellence	Positivity
Accuracy	Excitement	Practicality
Achievement	Expertise	Preparedness
Adventurousness	Exploration	Professionalism
Altruism	Expressiveness	Prudence
Ambition	Fairness	Quality-orientation
Assertiveness	Faith	Reliability
Balance	Family-orientedness	Resourcefulness
Being the best	Fidelity	Restraint
Belonging	Fitness	Results-oriented
Boldness	Fluency	Rigor
Calmness	Focus	Security
Carefulness	Freedom	Self-actualization
Challenge	Fun	Self-control
Cheerfulness	Generosity	Selflessness
Clear-mindedness	Goodness	Self-reliance
Commitment	Grace	Sensitivity
Community	Growth	Serenity
Compassion	Happiness	Service
Competitiveness	Hard Work	Shrewdness
Consistency	Health	Simplicity
Contentment	Helping Society	Soundness
Continuous Improvement	Holiness	Speed
Contribution	Honesty	Spontaneity
Control	Honor	Stability
Cooperation	Humility	Strategic
Correctness	Independence	Strength
Courtesy	Ingenuity	Structure
Creativity	Inner Harmony	Success
Curiosity	Inquisitiveness	Support
Decisiveness	Insightfulness	Teamwork
Dependability	Intelligence	Temperance
Determination	Intellectual Status	Thankfulness
Devoutness	Intuition	Thoroughness
Diligence	Joy	Thoughtfulness
Discipline	Justice	Timeliness
Discretion	Leadership	Tolerance
Diversity	Legacy	Traditionalism
Dynamism	Love	Trustworthiness
Economy	Loyalty	Truth-seeking
Effectiveness	Making a difference	Understanding
Efficiency	Mastery	Uniqueness
Elegance	Obedience	Unity
Empathy	Openness	Usefulness
Enjoyment	Order	Vision
Enthusiasm	Originality	Vitality
Equality	Patriotism	
	Perfection	

Step 3: Grouping & Naming

1. Group the values listed on your brainstorm that have a similar meaning. Add words, change words, remove words - make it meaningful to you.
2. Choose a value from each group to best represent the essence of that group (or create a label that encompasses those values)
3. For each group, write down your value/label and two lines:
i.e. LOVE / _____ / _____
4. Capture down two other descriptive words that provide 'evidence' that is present when that particular value is being met i.e. LOVE / belonging / joy
5. One more check - are any core values missing that are vitally important to you?
6. Prioritise the value of each group based on what is most important to you. This forced ranking makes you clarify your priorities and in doing so, determining what is most important to bring fulfilment to your life.
7. Identify your top five core values by prioritising them in order.

Well done, you now have a list of your core values!

I recommend that you sit with these values for a week or two and every night spend 10 minutes reflecting on your day and identifying where your core values contributed to your thinking, decision making, behaviour and mood.

- Can you map the highs and lows to the presence or absence of your core values?
- Revise your values or 'evidence' where relevant to make your core values list rich and sticky for yourself.



Step 4: Rules & Nourishment

As we lock on our values as a child, we have spent time since writing unconscious rules about what it takes to have our values met by ourselves and others. For one person, the value of love gets met by receiving handwritten notes from a loved one. For another person, it is having unconditional support no matter how big or small the situation.

Time to identify the rules you have for your core values and determine if they are serving you.

Take the time to answer the following questions:

1. For each of your core values, identify what 'rules' you have for that value to be met? i.e. courage – I must live on the edge, I must constantly be pushing the envelope, I must always speak my mind no matter the impact, I must say yes to the things I fear the most.
 - a. Which of these rules is positively serving me?
 - b. Which ones need to be revised or possibly let go?
2. How do you expect to have your core values met in your career? Reflect on the role, company culture, leadership, peers, team and self.
 - a. Which of these rules is positively serving me?
 - b. Which ones need to be revised or possibly let go?
3. How do you have your core values met in your personal life?
 - a. Which of these rules is positively serving me?
 - b. Which ones need to be revised or possibly let go?

Awareness enables new behaviour, what will this exercise empower you to do differently moving forward to nourish your values?

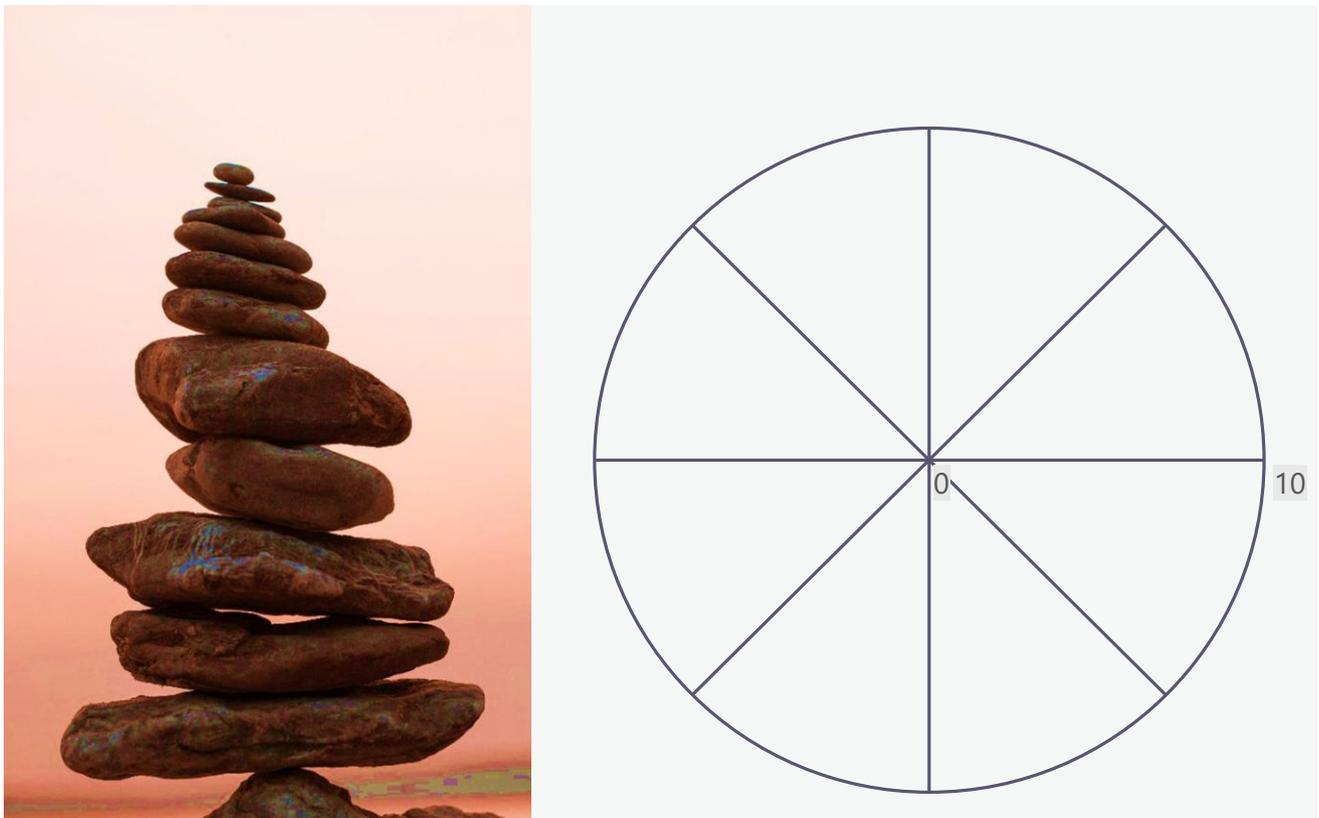


Values health-check for optimisation

Now that you know your core values and have fine-tuned your rules, you can use your values as a health-check to make sure you are making empowered decisions for your happiness and success.

A quick way to check-in and determine the health of your values is to use the Wheel of Values.

The Wheel of Values reflection exercise presents an opportunity for you to see how you are nourishing your core values. You will find that some of your values are feeling fulfilled, and possibly others are feeling depleted. This exercise brings awareness to your core value set and helps you to make considered choices as to where to focus your time and energy to create a more fulfilling and successful life.



1. Label the Wheel with your core values, so each value has a segment.
2. Reflect on each core value and ask yourself "How satisfied am I that this value is being met today?"
3. Score yourself from 0 – no satisfaction to 10 – satisfied.
4. Draw a line across that segment to indicate your score and write the number on the line.
5. Now go back around the circle and with a different coloured pen draw a second line and number to indicate how satisfied you would like to be with the nourishment of this value. What is one thing you could do to increase your level of satisfaction for each value?
6. Identify which of the values you'd like to focus on and take the action you've identified.
7. Revisit this exercise every 2-4 weeks as a health-check or use when feeling out of balance.

Values and your career success

Finding a career that aligns with your values is paramount to creating fulfilment and success at work. If you value humbleness but work in a role that demands constant self-promotion, or value dynamism and work in a place with no agility and copious red tape, every day is going to feel like a long, hard, tedious grind. It will be a living hell, a place where you have to pretend to be something that you're not. Where your most essential qualities don't get celebrated, a place that ebbs away your confidence and leaves you feeling stuck and incapable of making the right decisions that can lead to a better you.

At 31, I was a General Manager for a software company. With a lack of knowledge of my core values, I said yes to Beta software rollouts, bug development spreadsheets, and haltered communication with introverted developers — all in my quest to appear smarter. My core values of connection and collaboration were radically impacted so much, I saw my confidence spiral, and I questioned my ability to bring value to a workplace. I was left feeling the antitheses of smart.

Fast track to two years later when I had successfully transitioned to executive coaching, and I felt on fire! It was like everything I stood for was embraced in the work I did, and the work felt effortless and deeply rewarding. My core values of connection, courage, momentum and collaboration were all being deeply nourished, and they laid the foundation for my success in this new career.

Top tips for clarifying the alignment of your values for career success

1. Research values of a prospective company and then speak to employees and understand how those values are lived in their company. Let's take the value of flexibility as an example. Your rules say flexibility is shown through unregulated work hours, a day off on your birthday, and a work from home policy once a week. However, the company believes they are flexible by creating a casual dress Friday, and an annual day to bring your dog to work. Alignment is essential so ask the questions!
2. Research the values of the business group and leader.
3. Research the values of the key stakeholders and clients.
4. Consider how you could adapt your rules to have your values better met if the role itself feels like a good fit.



Values and your personal brand success

Our values also act as the cornerstone to our personal branding success. Our personal brand is the narrative that people use to describe us. For people who have successful personal brands, the narrative is aligned to who they are and highlights what they want to be known for.

Think Oprah. Her values include empowerment, resilience, empathy and innovation. She consistently shows up and highlights these values in all that she does and all that she stands for. As this is who Oprah is, and how she shows-up, her values have laid the foundation to build a trustworthy brand as an entrepreneur, motivator and media mogul.

Shaped by our values, it is how we choose to consistently show up that tells people what we stand for and what we are the go-to person for. It is our common reaction to situations that provide people with evidence about who we are and what they can expect to experience when interacting with us. This is the trust element of personal branding. Brands get built on trust, so we must be authentic for them to be sustainable. As we already know, our values lie at the heart of our authenticity.

What I love about this is, if you stay true to your values and act in alignment with them, you've got a recipe for personal brand success!

How do your values shape and strengthen your personal brand power?

For each core value answer the following questions :

Value: (1)

How does this value shape how you start your day?	
How does this value shape your personality and style?	
How does this value shape your thinking style? Communication style? Negotiation style?	
How does this value shape how you navigate challenging situations?	
How does this value shape how you celebrate successes?	
How does this value shape what you place importance on and are willing to fight for?	
How does this value shape the work you love to do?	
How does this value shape you becoming known as the 'go-to' person for a particular topic or skill?	
How does this value shape how others see you in a leadership capacity?	
How does this value shape the future you want for yourself?	

Value: (2)

How does this value shape how you start your day?	
How does this value shape your personality and style?	
How does this value shape your thinking style? Communication style? Negotiation style?	
How does this value shape how you navigate challenging situations?	
How does this value shape how you celebrate successes?	
How does this value shape what you place importance on and are willing to fight for?	
How does this value shape the work you love to do?	
How does this value shape you becoming known as the 'go-to' person for a particular topic or skill?	
How does this value shape how others see you in a leadership capacity?	
How does this value shape the future you want for yourself?	

Value: (3)

How does this value shape how you start your day?	
How does this value shape your personality and style?	
How does this value shape your thinking style? Communication style? Negotiation style?	
How does this value shape how you navigate challenging situations?	
How does this value shape how you celebrate successes?	
How does this value shape what you place importance on and are willing to fight for?	
How does this value shape the work you love to do?	
How does this value shape you becoming known as the 'go-to' person for a particular topic or skill?	
How does this value shape how others see you in a leadership capacity?	
How does this value shape the future you want for yourself?	

Value: (4)

How does this value shape how you start your day?	
How does this value shape your personality and style?	
How does this value shape your thinking style? Communication style? Negotiation style?	
How does this value shape how you navigate challenging situations?	
How does this value shape how you celebrate successes?	
How does this value shape what you place importance on and are willing to fight for?	
How does this value shape the work you love to do?	
How does this value shape you becoming known as the 'go-to' person for a particular topic or skill?	
How does this value shape how others see you in a leadership capacity?	
How does this value shape the future you want for yourself?	

Value: (5)

How does this value shape how you start your day?	
How does this value shape your personality and style?	
How does this value shape your thinking style? Communication style? Negotiation style?	
How does this value shape how you navigate challenging situations?	
How does this value shape how you celebrate successes?	
How does this value shape what you place importance on and are willing to fight for?	
How does this value shape the work you love to do?	
How does this value shape you becoming known as the 'go-to' person for a particular topic or skill?	
How does this value shape how others see you in a leadership capacity?	
How does this value shape the future you want for yourself?	

Values are worth your time

I trust this workbook has provided you with new insight about the power of your values and has left you feeling empowered to nourish them and employ them for your personal and professional success.

I do recommend blocking out a weekly calendar appointment with yourself to continue building awareness of your values and make revisions, where required, to keep living an aligned and fulfilling life.

To your success,

Janine



janine
JANINE
MANNING
AMPLIFY YOUR SUCCESS



Janine Manning is an executive coach specializing in career strategy and personal branding. Based in Hong Kong, Janine works with professionals and entrepreneurs globally.



+852 6193 0943



janine@janinemanning.com



janinemanning.com



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