

# ProfitMancer

---

## MONEY MASTERY

Your Values,  
Your Business:  
Aligning the Stars

TRANSCRIPT

## Introduction

Welcome, astute entrepreneurs, to today's transformative session: 'Your Values, Your Business: Aligning the Stars.' I'm Sharon, your navigator through this cosmic journey of self-discovery and strategic alignment. Today, we're not just talking business strategies; we're diving deep into the heart and soul of your enterprise—your values. Because as the legendary Steve Jobs once said, 'The only way to do great work is to love what you do.' And what is love, if not the ultimate expression of our values?

## What Are Values in This Context?

Values, in our grand entrepreneurial odyssey, are the guiding stars, the unwavering principles that dictate not just the direction of our business but the essence of its existence. They're the why behind the what, the core beliefs that drive every decision, every action, and every goal.

## Why Are Values Important?

Values are the compass that steers your business ship through stormy seas and sunny days alike. They help in decision-making, ensuring that every choice you make resonates with the heart of your business. When personal values and business values are in harmony, decision-making becomes more intuitive and aligned with your ultimate goals.

## Personal vs. Company Values: A Cosmic Ballet

The dance between personal values and company values is a delicate one. They must be aligned, for when they are, magic happens. Your business becomes an extension of your soul, attracting team members and customers who share your ethos. It's like hosting a cosmic party where everyone speaks the same language of values.

## The Challenge of Value Conflicts

Ah, but here lies a cosmic conundrum—value conflicts. Sometimes, the entrepreneurial spirit is willing, but the values are weak. Perhaps you value freedom, yet you find yourself shackled by the very business meant to liberate you. Or you value innovation but fear the risks of uncharted territories. These conflicts are the black holes threatening to swallow your business dreams.

If you're unaware of conflicts and let them go without attention, you'll find yourself sabotaging and unable to reach your goals. Even worse: you won't even know why!

## Worksheet Odyssey: Charting Your Values

Fear not, for our worksheet is the spacecraft equipped to navigate these challenges. It provides an extensive list of values, guiding you through the galaxies of your soul to discover the stars—your most important values. This celestial journey will help you craft a values list for both your personal life and your business, ensuring they orbit in harmony.

---

## Your Mission, Should You Choose to Accept:

- **Personal Discovery:** Reflect on what values drive you as an individual. Is it innovation, integrity, freedom? List them out.
- **Business Alignment:** Now, consider your business. What values do you want it to embody? Do they reflect your personal values? If not, where do the constellations misalign?

- **Conflict Navigation:** Identify any potential value conflicts. For instance, if you value work-life balance but find yourself working 80-hour weeks, there's a rift in the galaxy that needs addressing.
- **Harmonization:** Use the worksheet to prioritize your values, then create aligned mission statements for both your personal life and your business. This is your manifesto, your declaration of what you and your business stand for.

Remember, aligning your values with your business isn't just about setting a course; it's about ensuring that every step taken is a step toward the true north of your entrepreneurial heart and soul.

So, dear entrepreneurs, as you embark on this journey of alignment, remember: the true power of your business lies not in the numbers on a spreadsheet but in the values that guide its course. Let's align those stars and create businesses that are not just successful, but meaningful.