

# Client Blueprinting Guide

Values





# Values

All people have certain principles and values they believe in and live by. These are the innermost beliefs that distinguish who we are and how we conduct ourselves. Values are things that are very important to us. They include family, health, career and spirituality. Having strong convictions about what we value and keeping them front and center in our lives keeps us balanced and focused on the most important things. In the long run, focusing on what you value, coupled with solid principles, will help you live a fulfilling life that is far more satisfying than any short-term gain from compromising.

Having these strong convictions benefits you in other ways, too. In times of indecision, you can turn to your guiding values. They will frequently give you the framework for making tough decisions. When you're unhappy, you can turn to your values and see if you're leading a life that is consistent with your beliefs. When you're underachieving, you can turn to your values and gain the motivation to make the extra effort.





**The key is to feel so strongly about your values you are motivated to take action and live by them.**

## Identify What You Value Most

### **Decision Making**

Have you ever had trouble making a decision? In business and in life, we have to make decisions all the time. Many of them involve “gray” areas where more than one solution will work. Indecisiveness results when you are not clear on your values. Once you bring clarity to your values, making decisions becomes easy.

### **Happiness**

Far too many people go through life without zest and enthusiasm. Frequently, this is because they are doing things that are not congruent with who they are. The result can be burnout, depression and ineffectiveness. The key is to reflect and uncover what is important to you and then make sure your life is in sync with that.

### **Achievement**

Some of the greatest fulfillment in life has come from people who felt so strongly about their values, they were willing to devote their lives and, in some cases, sacrifice their lives to live them. The key is to feel so strongly about your values you are motivated to take action. Having conviction about something you value, and then committing to living by it every single day, will go a long way toward igniting your passion.

# Identifying What You Value Most

In this exercise, you'll identify what you value most in life and then rank them from most important to least important. Examples that might appear on your list include:



Family – Health – Spiritual Fulfillment – Love – Relationships – Generosity – Adventure – Achievement – Passion – Creativity – Leaving a Legacy – Fun/Happiness – Positive Attitude – Learning – Helping Others – Simplicity – Financial Security – Peace of Mind – Respect – Gratitude – Abundance – Compassion – Faith – Growth – Honesty – Integrity – Kindness – Selflessness – Significance – Vitality – Wisdom – Intimacy – Security

## Directions:

List at least six things you value most in life and then rank them in order of importance. Then, indicate the percentage of time you spend living and supporting these values.

## Things I value most in life are:

Value	Rank	% of Time

(List continues on next page)

Things I value most in life are (cont):

Value	Rank	% of Time

Take a close look at your list. Are you spending a lot of time living and supporting your values?

## Remember:

Values are not some fluffy ideal. They need to be fundamental to who you are as a human being. With that said, some of your values may change over time due to changing circumstances in your life. What's important to you today may not be as important to you five years from now. Consequently, it's important to review your values on a regular basis to make sure they are still important to you.

To get more focused on your values, **restate your top six values in the chart below**, then list one key action you can implement that will help you more fully integrate that value into your life. For example, let's say health is one of your top six values.

Here's how that line on the chart might look:

Value	Action to integrate it more fully into my life
Health	Exercise at least 30 minutes a day, five days a week.

## Now complete the full chart

Value	Action to integrate it more fully into my life

(List continues on next page)

Value	Action to integrate it more fully into my life

You'll refer to this chart a little later as you work on developing your goals. To keep your values top of mind, review this list on a regular basis, especially when you are feeling frustrated, resigned or cynical.



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Carson Group  
13321 California Street  
Dodge Plaza, First Floor  
Omaha, Nebraska 68154

[carsongroup.com](http://carsongroup.com)  
800.514.9116