

THE BETTER, BASIC BUSINESS PLAN.

Step Four: Setting Objectives

Instructions:

Below is a list of values. Read through the attributes that make up a person's character. Review the list and place a tick in the column that represents how you feel.

I created this table from a photocopy I've kept for many years, however, I'm unaware of the source.

	Always valued	Often valued	Sometimes valued	Seldom Valued	Least Valued
Fairness Similar opportunity, respecting everyone's rights					
Honesty Sincere, truthful					
Tolerance Respectful of others					
Courageous Standing up for your beliefs, overcoming fear					
Integrity Acting in line with your beliefs					
Forgiveness Able to pardon others and let go of hurt					
Peace Non violent conflict resolution					
Environment Respecting the future of the Earth					
Challenge Testing physical limits					
Self-acceptance Self respect, Self esteem					
Knowledge Seeking intellectual stimulation, new ideas, truth and understanding					
Inner Harmony Freedom from inner conflict					
Adventure Challenge, risk taking, testing limits					
Creativity Finding new ways to do things, innovative					
Personal Growth Continual learning, development of new skills, self-awareness					
Spiritual Growth Relationship to a higher purpose					
Belonging Being connected to and liked by others					
Diplomacy Finding common ground with difficult people and situations, resolving conflict					

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	Always valued	Often valued	Sometimes valued	Seldom Valued	Least Valued
Teamwork Cooperating with others toward a common goal					
Helping Taking care of others, doing what they need					
Communication Open dialogue, exchange of views					
Friendship Close companionship, on-going relationships					
Consensus Making decisions everyone can live with					
Respectful Showing consideration, regarding with honour					
Tradition Respecting the way things have been done					
Security Freedom from worry, safe, risk free					
Stability Certainty, predictability					
Neatness Tidy, orderly, clean					
Self control Self disciplined					
Perseverance Pushing through to the end, completing tasks					
Rationality Consistent, logical, clear reasoning, unemotional					
Health Maintain and enhance physical well-being					
Pleasure Personal satisfaction, enjoyment, delight					
Play Fun, lightness, spontaneity					
Prosperity Flourishing, well-off, affording, what I want					
Family Taking care of and spending time with the ones I love					
Appearance Looking good, dressing well, keeping fit					
Intimacy Deep emotional, spiritual connection					
Aesthetic Desire for beauty, artistic					

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	Always valued	Often valued	Sometimes valued	Seldom Valued	Least Valued
Community Living where neighbors are close and involved					
Competence Being good at what I do, capable, effective					
Achievement Successful completion of visible tasks or projects					
Advancement Getting ahead, ambitious, aspiring to higher levels					
Intellectual status Being regarded as an expert					
Recognition Getting noticed for effective efforts					
Power Control over other people, making them do what I want					
Competition Winning, doing better than others					
Authority Having the power to direct events, make things happen					

Once you have considered and ranked these attributes, review those that you have ranked 'Always' and 'Often Valued' and chose those attributes that you want to nurture or uphold in your business.

The ultimate aim is to develop a plan, such as my goal is to become <<insert goal>> and I'll get there by being <<insert beliefs>>.

When you have selected your top four values then write them in the template contained on the next page.

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<i>Value Based Goals</i>		
<i>Values</i>	<i>Business Application</i>	<i>Performance Measure</i>
<i>Eg. Health</i>	<i>I will closely monitor and adhere to work time and personal time. I'll avoid bringing work home and home matters to work.</i>	<i>Number of hours spent at home vs. work, quality time spent with children, annual check-up report from Doctor.</i>