

Before you start a business, it is important to understand your personal values. Use this worksheet to help you identify your values and to think about how becoming self-employed will support, or compete with, your values.

1. Thinking About Your Values

Describe your values for each of the life areas below:

If you have trouble getting started, look at the example on Pages 3 and 4.

Physical

Social

Community

Spiritual and Religious

Learning

2. Values Fit

Describe how running your business will support or compete with your values.

First, list your business. Then, mark the *Supports*, *Competes*, or *Both* box for that value. Explain why you picked that answer.

My proposed business:

Physical

Supports

Competes

Both

Social

Supports

Competes

Both

Community

Supports

Competes

Both

Spiritual and Religious

Supports

Competes

Both

Learning

Supports

Competes

Both

VALUES EXAMPLE: ELEANOR

Eleanor is a very physical person. She likes to be out in nature hiking, listening for birds, and feeling the fresh air on her face. She finds peace when she is outside spending time alone. She also feels very connected to her community and likes being there for her close friends and family. She is volunteers every week at the local food pantry and is thinking of starting a wreath-making business.

1. Thinking About Your Values Example: Eleanor

Here is what Eleanor wrote about her values:

Physical

I enjoy being physically active, especially when I can be active outdoors. When I'm physically active, I feel less stressed and more centered.

Social

Although I enjoy my close friends and family, I sometimes get overwhelmed at large social events. I value my time alone and look forward to being in my own thoughts.

Community

I value being part of a strong supportive community. I volunteer every week at the food pantry to pack bags and pass out groceries.

Spiritual and Religious

I do not attend church, but feel spiritually connected when I am out in nature.

Learning

I like to learn how to do things, like crafts or how to play my guitar. I am not interested in or good at math or reading.

2. Values Fit Example: Eleanor

After writing down her values, Eleanor thought about how her values fit with her idea to start a wreath-making business.

My proposed business:

I will make and sell wreaths and other arrangements for holidays and different seasons.

Physical

Supports Competes Both

Since all my wreaths will be made with natural materials, my job can include physical activity, such as gathering clippings, pine cones, mosses, and other materials. Making wreaths and arrangements is not overly physical, but I will be standing up and moving around my workshop so I will get some physical activity.

Social

Supports Competes Both

My business will require me to market to customers and go to events where there are larger groups of people. This may be hard for me. On the other hand, making wreaths is very centering and allows me quiet time.

Community

Supports Competes Both

Starting and running my business will compete with my time spent with family and volunteering at the food pantry.

Spiritual and Religious

Supports Competes Both

Spending time outdoors gathering natural materials for my seasonal and decorative wreaths will help me feel centered and connected to nature.

Learning

Supports Competes Both

Making wreaths for my business will tap into my interest in learning and perfecting my craft. Managing my business, however, may be hard since I don't like math or tracking other details that might be required.

Next Steps Example: Eleanor

After Eleanor completed her Values Worksheet, she decided that her business was a reasonable fit with her values. Although some of her values competed with her business, many were supported.

When she next meets with her VR counselor, they will talk about how to set up her business in ways that support her values.

What do you value?



Do you know enough about yourself and what you value?

You may need to spend some time thinking about your life and values before committing to a business.

It's important to know what values will drive you as you begin the process of starting your own business.