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Worksheet

To Accompany the “Lead with Ethics” Webinar

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Priming Your Brain on Your Current Positioning in the Market

Notes: Go through this exercise with an undistracted, open mind. If you don't think you can be objective, ask someone you trust to go through it with you. You need an honest assessment of how your business “shows up” in the world. Try to consider the perspective of possible clients and employees.

1. Google your business

a) Perceptions: _____

b) Notes for change: _____

2. Go to LinkedIn and search for yourself, your business, or both

a) Perceptions: _____

b) Notes for change: _____



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3. Go to your web site

a) Read the About page

b) Then read the front page without scrolling

c) Then poke around and read more

d) Perceptions: _____

e) Notes for change: _____

Notes: Evaluate your current public-facing company image



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Document (or Determine) Your Core Values and Company Values

If it's easier to write a series of "I believe ..." statements, do that.

This process should take as long as needed. If you really consider these, it might take months. Avoid groupthink agreement. Start with your personal beliefs before you engage others.

1. Download Brene Brown's "Dare to Lead" list of values from <https://brenebrown.com/resources/dare-to-lead-list-of-values/>
 - Or see appendix in Relax Focus Succeed
 - Or find another list of values as a starting place
2. If you have the book, read Chapter Four (Values and Goals) of *Relax Focus Succeed*, Revised Edition.
3. Read through the list of values. In your mind, consider whether each is of High, Medium, or Low priority in your life.

Note: Be kind to yourself. This is just you talking to yourself. No one else, including society, gets a vote. Do not feel guilty because you can't rank all the values as high priority. That's just not realistic. For example, I place some value on being thrifty, but thrift is not even of medium importance for me, let alone high priority.

4. Highlight on the "High" priority values for you. Write them on a separate piece of paper and come back in a day or two.
5. Consider your high priority values. How many do you have. With luck, it's a dozen or fewer. No matter what, consider each of them. Try to rank them from most to least important in your life. Compare them in pairs and determine which is higher than the other. Goal: Narrow this down to fewer than ten. Write them on a separate piece of paper and come back in a day or two.
6. Consider your short list of high priority values. Does this feel right? Are these really the highest priorities in your life? Go through the list again. Narrow it down to about **five** values. Consider these carefully. More than anything else, are these the values that you use to govern your life? Write them on a separate piece of paper and set them aside for at least a week. (But you might type them up and post them on your bulletin board so they stay in your active brain, just below the conscious level.)
7. When you believe you have identified the five (ish) most important values in your life, print them up. Post them. Use them.
8. **Repeat this** for your business. Chances are excellent that the results will be similar, although not necessarily an exact match.



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Update Your Public Branding to Include You Company Values and Ethics

1. Create internal posters, handouts, flyers, etc. Make you company values and ethics visible to your employees (and visitors, if you have them)
2. Update your “About” page
 - a. Add or update your Code of Ethics on your web site
 - b. Add a Satisfaction Guarantee Statement
 - c. Add or update an owner bio with photo
3. Update the home page with a statement about your values (e.g., integrity, professionalism)
 - a. Add a link to COE and Guarantee in our newsletter
4. Create a blog post or LinkedIn article highlighting your values/COE
5. Add a slide about your Values and Code of Ethics to proposals and presentations

Most importantly: **LIVE your code of ethics!**

Notes: Notes and progress reminders for updates to public-facing company profile
