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Why you need to align your business values with your practices

A Workbook

Exercise 1: Think of 5 virtues that *you* would like to be remembered by. Take off your business hat. Think deeper.

- 1.
- 2.
- 3.
- 4.
- 5.

Exercise 2: Think of **3 things** in *your industry* that drive you nuts. Write them down and think how your programs/services/products address these things:

- 1.
- 2.
- 3.

Exercise 3: Think of **3 small steps** you can take today to get you closer to your goal of syncing your business vision with your practices. **Note:** they may not change your entire business yet, but *they will get you moving*.

- 1.
- 2.
- 3.

Write a short version of your manifesto below (adjust as you go):

My business exists to help people go from [your rants] to [your virtues]. I may not be where I want to be yet, but I can get closer to my business vision if I take these 3 small steps this month [list the steps].