

Think through and describe the following in detail:

What have been your three greatest accomplishments? What about them made you feel accomplished?

1)

2)

3)

What have been three times that you've felt most *fulfilled and happy* in your life? What factors contributed to these feelings?

1)

2)

3)

Next, refine these experiences into values

Take the experiences you described above in both , and condense them into single **words that describe values**.

For example: If one of the times you felt most fulfilled was when you graduated from college, after struggling for a long time to get through school, you might list the words 'education' , 'perseverance' , and 'hard work' as values expressed in that experience.

Make a list below, in no particular order, and don't worry if they're repetitive or similar, just list them all out.

Finally, prioritize the list.

Take the list above, and start prioritizing.

Move the values that are most important to you up the list.

This step is probably the most difficult, because you'll have to look deep inside yourself.

It's also the most important step, because, when making a decision, you'll have to choose between solutions that may satisfy different values.

This is when you must know which value is more important to you.

Work from the bottom of the list up, and compare each two values as you move them up the list. Ask yourself: "If I could satisfy only one of these, which would I choose?"

It might help to visualize a situation in which you would have to make that choice.

For example, if you value family and stability, you might imagine a scenario where you must decide between taking a high paying, stable job in a state that's far from your family, or staying close to your family but not knowing when you might find stability.

Do this until you have **3 values** at the top of the list, that none of the others below can beat out.

We have done this in a variety of ways –individually and as a working group; on google docs (recommended); with pen, pencil and collage material. We have done this also as representatives of a business (rather than as an individual)

Now you have the three prioritized values.

From here there are all kinds of choices you can make.

1. Create a logo
2. Create taglines
3. Create or modify mission statements
4. Check Bios or websites to make sure your top values are clear

To begin the process of doing this you will need to either use google docs or provide yourself with collage material. Now that you have your verbal values, you are ready to take the process deeper.

Start with creating a “page” or multiple pages of photos that represent for you what those values are.

After you have created these walk away for a bit and come back to thoughtfully gaze at what you have created. What are the predominant colors—choose no more than three (this will be your color theme). Are there particular photos --- such as many with water or trees or other forms which give you more less conscious clues that represent to you the original values. These may give you further thoughts about what your logo might include or what you would want to be present in your website or other materials. Check existing materials you may have and see if the “feeling state” matches what you now are more aware of.

What you are creating is congruence between your internal values and what you are creating or manifesting in the world. In this way you are representing yourself or your collective venture more completely.

Enjoy!