

# ESSENTIALS 4 SUCCESS

## DAY 1 EXERCISE | IDENTIFYING YOUR CORE VALUES AND YOUR "WHY"

Estimated time commitment: 30 minutes

This exercise will help you identify your "core" values. Whether you realize it or not, these values drive the decisions you make each day.

When you're in an environment that doesn't align with your core values, you may feel frustrated, discontent or unusually stressed.

People thrive when their values and their work environment align. For example, let's say one of your most significant values is "integrity," which is defined as "words and deeds match up."

If your manager tends to say one thing and do the other, you wind up having little respect for this person and experience "dis"ease with your work situation.

There are two reasons this values exercise is important.

First, it's important to recognize the values you feel are most important to you, and how those values will guide you as you build and grow your Young Living business.

Second, each of us has a personal story to share about why we chose to build a Young Living business. Our values are part of that story. As you create your story, your "why" behind your Young Living business, you'll attract other people who become inspired by your values and your personal story.

You can't fake this story. You can't use someone else's. Your story, your "why", is yours alone.

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### Identifying Your Core Values

This exercise will help you identify your five core values. Then it will help you create your personal story for sharing Young Living with others.

On the following page, you'll see a list of values, and a brief description next to them. These descriptions are from the John Maxwell company (<http://www.johnmaxwell.com>).

1. In the box next to the value, write an "A" next to any value you feel is "most important" to you. Write a "B" next to any value you feel is "not important" to you. Write a "C" for any value you feel you're "on the fence" with. Do not take more than 10 seconds to consider any of the values. Your first reaction will be the right one. **Do that now.**
2. Once you've given an A, B or C for each of the values, look over all of the "A's" you've listed. We're talking about what is MOST important to you, so your next step is to limit your "A's" only to five. Put a star next to the five "A's" you feel are the most important values to you.

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Effectiveness	Executing with precision to achieve results
Honesty	Being truthful, sincere
Growth	Investing in lifelong learning, personal development, self-education
Commitment	Begin bound emotionally or intellectually to a course of action, dedication
Recognition	Giving and receiving acknowledgement for achievements
Structure	Formality, processes, and systems
Fitness	Being physically fit; optimal well-being
Quality	A standard of excellence
Accountable	Takes responsibility for both actions and outcomes
Status	Holding a position of importance, high standing, or prestige
Efficiency	Producing results in a timely manner with minimal waste, expense or unnecessary effort
Knowledge	Subject matter expert, educated via experience or study
Loyalty	Faithful to a person, an ideal, a custom, or a duty
Trust	Firm reliance on the integrity, ability or character of a person or thing
Competence	Possessing the skill, knowledge, and ability to effectively perform
Perfection	Reaches the highest attainable standard, details
Integrity	Words and deeds match up, I am who I am no matter where I am or who I am with
Wisdom	Having deep understanding, insight, and knowledge; the ability to make good judgments
Customer Satisfaction	Achieving excellence in customer satisfaction
Creativity / Innovation	Thinking outside the box; trying new ways of accomplishing a goal
Fun	Playfulness, ability to laugh and express humor, joking
Courage	The willingness to take calculated risks and step outside of one's comfort zone
Volunteerism / Service	Serving the community, non-profit organizations
Money / Wealth	An abundance of valuable material possessions, riches
Family	Being with family, both quality and quantity of time
Change	Looking forward to and valuing change, continuous improvement, doing things differently
Legacy	Making a difference today with tomorrow in mind, succession
Fairness	Treating people and being treated equally
Balance	Balancing time and effort between work, home, and hobbies
Authority	Possessing power over decisions, people, assets
Simplicity	Lack of complexity or complication
Independence	Free from the influence, guidance, or control of others
Diversity	Respecting a variety of cultures/lifestyles
Teamwork	Cooperative effort by a group or team
Urgency	Fast paced, swift, action oriented
Achievement	Aspires to the highest levels of excellence
Faith / Religion	Belief in a higher power
Passion	Intense emotional excitement, boundless enthusiasm

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## MY 5 CORE VALUES

	Core Value	What it means to me
1		
2		
3		
4		
5		

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## MY STORY – MY “WHY” FOR SHARING YOUNG LIVING

People don't buy what you sell, they buy why you sell it. They buy because they have an emotional connection with you and what you're offering. When you share from the heart the reason you love Young Living Essential Oils, people will see more than the features and benefits of the oils. They'll feel how their lives could be changed, like your life has been changed.

Each time you teach a class, you'll begin with a very personal introduction. The introduction contains three parts:

- Where you were in your life when you were first introduced to Young Living
- What you saw in Young Living Essential Oils and/or its business opportunity
- Where you are going or your vision for your Young Living business

### Where You Were

When you were first introduced to Young Living, what was going on in your life that helped you pay attention? Was your family sick all the time? Were you struggling with some kind of health issue? Did you have a hard time sleeping, or maintaining energy? Were you dealing with digestive issues? Were you looking for a way to improve your health? Each of us is exposed to Young Living from a unique point of view. It's important to share where your heart and mind was when you were first introduced to Young Living. While this is often a state of pain or frustration, it doesn't have to be.

### What You Saw

When you were introduced to Young Living, you saw something that caused you to enroll. It might have been multiple things. People love to hear a sincere story about what the tipping point was for others. The reason you decided to enroll may be the main trigger for others to enroll as well.

### Where You Are Going

People love to support others who have a vision and passion, especially if they can also benefit from joining them in that vision. Since you're pursuing the Young Living business opportunity, what do you want to accomplish with it? How does your vision for your Young Living business relate to your core values? What an awesome opportunity to build a business that aligns with some of your most important core values!

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Create your personal story, your "why" for sharing Young Living. This will become an important part of your introduction as you teach Essential Oils 101 classes, or even when you meet one-on-one with an interested prospect. Remember, people buy the "why" before they buy the "what."

When I was first introduced to Young Living, I was...

When I learned about Young Living, I saw...

Now that I'm enrolled and building my own Young Living business, my vision is...

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Congratulations! If you've completed this exercise, you've completed one of the most important parts of achieving success as a Young Living business builder. You've established your personal story, your "why" for pursuing the business. Repeat this story over and over. It will keep you motivated, and will inspire others as you share it with them in classes and one-on-one meetings.