

# Understanding your values

## What are values?

*Values are principles or standards of behaviours, your judgement of what is important in live. Your values are at the root of who you are and are the roots of your business.*

## Developing your own values

We have provided you a range of examples. Read though these and identify what is important to you. Values are not necessarily good or bad - this is about your view of the world – and ensuring high priority values are included in your strategic plan.

Achievement	Fast-paced work	Nature
Advancement and promotion	Financial gain	Openness and honesty
Adventure	Freedom	Personal development
Affection (love and caring)	Friendships	Physical challenges
Arts	Growth	Pleasure
Challenging problems	Having a family	Power and authority
Change and variety	Helping other people	Privacy
Close relationships	Helping society	Public service
Community	Honesty	Purity
Competence	Independence	Quality relationships
Competition	Influencing others	Recognition and respect
Cooperation	Inner harmony	Religion
Country	Innovation	Reputation
Creativity	Inspiring others	Responsibility
Decisiveness	Integrity	Security
Democracy	Intellectual status	Self-respect
Ecological awareness	Involvement	Serenity
Economic security	Job tranquillity	Sophistication
Effectiveness	Knowledge	Stability
Efficiency	Leadership	Status
Ethical practice	Location	Time freedom
Excellence	Loyalty	Truth
Excitement	Market position	Wealth
Expertise	Meaningful work	Wisdom
Fame	Merit	Working alone
Family	Money	Working with others
Fast living	Motivating people	Working under pressure

# Understanding your values

## *So who are you then?*

Spend some time filling out the following:

*I value...*

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*The most important thing for me to get out of this business venture is...*

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*The second most important thing for me to get out of this business venture is...*

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*The last thing I want out of this business venture is...*

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## Values & Guiding Principles worksheet

Tick those values that resonate with you and then transfer 5 to 10 into the Values template. This template can then be attached to your planning wheel and/or you may wish to incorporate a number of these values into your vision statement.

<b>Value</b>	<b>Describe what this value means to you, what does this look like in practical terms?</b>
<b>• Spouse/Family/Friends</b>	
Close relationships	
Time with family	
Independent children	
Children's education	
Stable home and family environment	
Living close to family members or in a particular area	
<b>• Health and fitness</b>	
We focus on diet and exercise	
<b>• Community</b>	
Contribution of time and or resources	



<i>Value</i>	<i>Describe what this value means to you, what does this look like in practical terms?</i>
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<b>Personal</b>	
Organised neat and tidy	
House and farm in top order	
Continual personal development	
Creativity and innovation	
Attention to detail	
Decisiveness	
Work must be fun	
Being on time	
Respect for people from all walks of life	
Treat others as I would like to be treated	
Hard work	
"Do it once, do it right"	
Be responsible for your actions	
Find solutions not problems	
Recognise and reward achievement	
Building an excellent reputation	



<i>Value</i>	<i>Describe what this value means to you, what does this look like in practical terms?</i>
<b>• Spiritual</b>	
God is the centre of our lives	
<b>• Contacts and professional relationships in the industry</b>	
Treatment of sales reps, contract and service providers	
Recognition and respect for people	
Working alone or working with others	
Negotiating with people	
Paying bills	
Receiving advice	
<b>• Farm team</b>	
Ethical treatment of staff members, owners	
Training, motivating, mentoring, motivating staff/people	
How staff/sharemilkers treat you and the farm	
Receiving advice	



<i>Value</i>	<i>Describe what this value means to you, what does this look like in practical terms?</i>
<b>• Farm Management</b>	
Feeding of cows	
Growing replacement stock	
Pasture management	
Herd reproduction intervention (CIDRs/induction)	
Environmental sustainability/enhancement	
Producing food for people	
<b>• Profitable farm business</b>	
Generating cash surpluses	
Investment decisions	
Diversification	
<b>• Wealth creation</b>	
Risk taking / security, leverage, level of debt	
Progression	
Diversification	
Succession planning - passing assets from one generation to the next	



<i>Value</i>	<i>Describe what this value means to you, what does this look like in practical terms?</i>
• Other	

*Transfer 5 to 10 of your highest priority values and principles into the following template*

