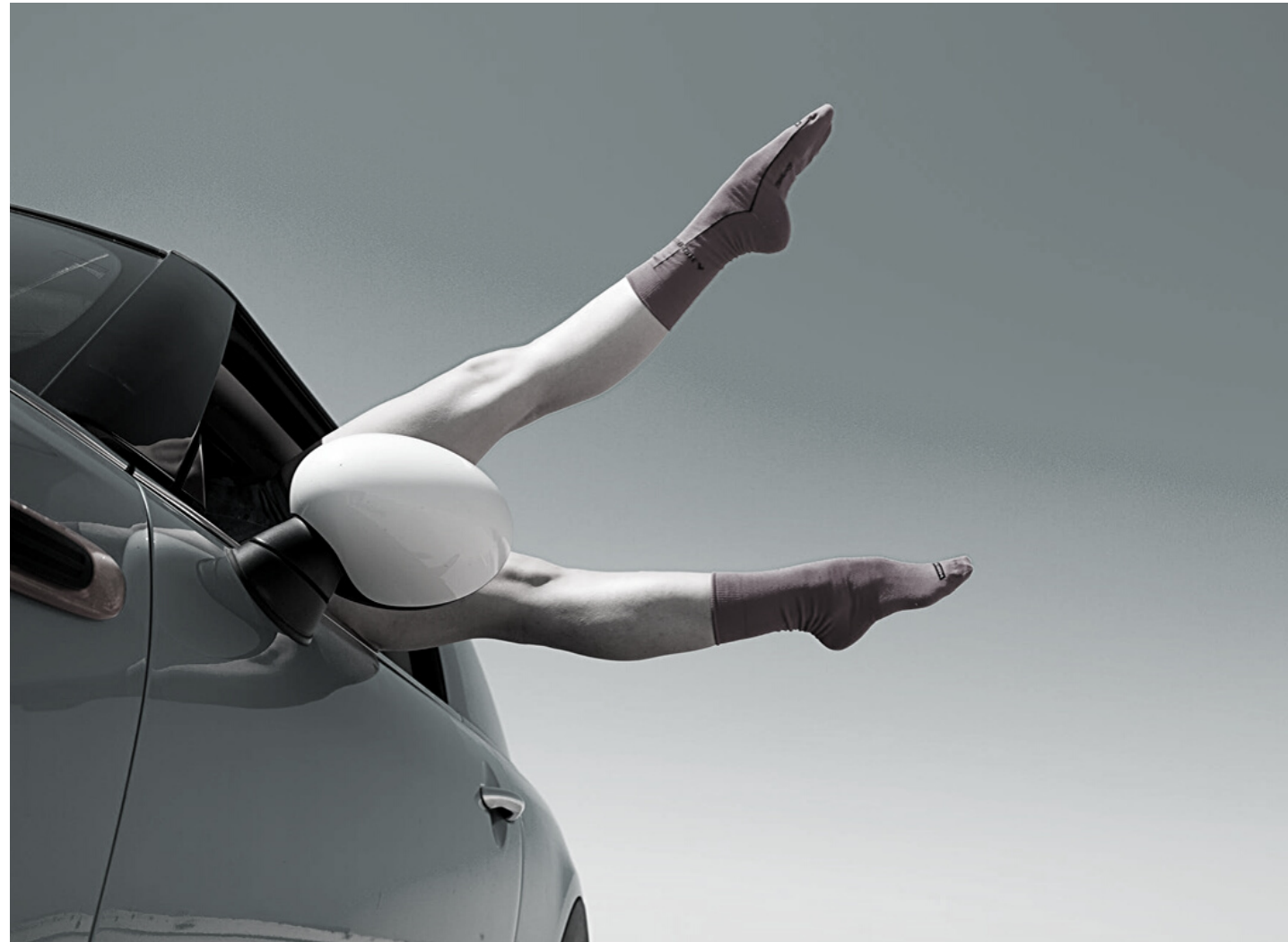


WRITTEN FOR YOUR SUCCESS

WHY CORE VALUES COME FIRST



Created by

JULIA NICA AND TRULY THOMAS

INTRODUCTION



Hi, my name is Julia, this book came into fruition from a conversation that Ms. Truly Thomas and I had, through her ambition and attentive eye, she began to tell me one day saying *“You know the day I clarified my **core values**, it changed my life & it’s something we encourage all the time. The only thing is people, for the most part, have no idea how to clarify what their core values are.”*

I quickly responded to her saying *“How can you tell they don’t know.”* She proceeds to show me. That’s when we both decided to put our heads together and write this book.

In this book, you’ll hear from both of us and learn about the power of core values.

We want to share our stories with you, give you our most life-changing tips on how we set our core values and why we believe in this practice!

PS: We've left a little work-space for you to complete this work at the end of this book so that you can take action when you finish reading!

Core Value Benefits

To begin this process, it's important to first understand why core values are important. Here's how they guide each individual that chooses to define them.

1

Clarify

They clarify who we are as individuals

2

Guide

They guide us in everyday life, love and our career process.

3

Govern

They govern our self-love and interpersonal skills in any type of relationships

4

Articulate

They help us clearly articulate who we are and what we stand for daily

5

Interpret

They help explain and Interpret our actions and why we do what we do

6

Teach

They teach us about ourselves and our behaviour

7

Influence

They influence who we are and how we treat others daily

8

Decisions

They assist us in making important decisions

Julia's Story

I started my core values journey almost nine years ago. It was the first seminar I ever attended, but at the time we didn't quite call them 'Core Values.'

At the time I worked for a Real Estate Agent who became a big mentor to me. She taught me so much about being a peaceful and content woman. An excellent female influence was something I didn't have growing up, growing up thing did not feel consistent.

My parents never got along, every weekend I could count on an argument. It was a repetitive cycle of cases and police visiting my house almost every weekend. I believe the first time the police was first called I was probably 6 or 7 years old. I think a neighbor called them because they heard chaos, yelling, screaming, pounding through doors at our house. After that first police visit, it became the norm for our family. If someone didn't contain themselves, my Mom or Dad would even call the police on each other. Experiencing this rooted such discomfort in me that I decided I wouldn't move forward with into my adult life and most definitely wouldn't recreate the environment they created during the time I was a kid.

At about 18 years old, as most of the chaos had settled and my parents split up, I found myself working for Della - the kindest Real Estate Agent with great values. Honestly, was at the forefront of what she did. Working in Vancouver - one of the most expensive real estate markets in the world, she wanted to stick out differently. Being someone people could trust, and she was. She did everything with integrity for her clients. Almost two years into working for Della, she gave me the opportunity to attend my first seminar. I was unfamiliar with seminars, it was something, that at the time I had not considered people would even do in their spare time.

The seminar was called The Excellence Series, and I attended two very enlightening and intense courses. They claimed that it was a lifetime of counseling in those few courses and it was! I learned about the walls I put up in my life, the things in my childhood that were STILL holding me back and new tools that allowed me to know myself better. Doing all the excersized and being open to the further information that I got gave me the ability to guide my decisions better and taught me how to be in more alignment.

The total of 6 day's I spent in that workshop learning about myself changed my whole life.

That experience was a moment of the redirection, and I needed it. I'm thankful for everyday! I was smoking at that time, I had developed an eating disorder, I was in an unhealthy relationship that didn't support my growth, and I knew, I knew that was not the direction I was meant to be going in my life. I went home with a list of walls and guidelines that changed my life. I fell in love with learning about my self and the human response, how people deal with real life stuff and why. It's transformed my life!

You see there are different types of people out there. Some see this 'Self-Help' thing like it's something to be ashamed of. "Why would I need help, I've already arrived. I've made a list of things in my life. I don't need help."

I think of this quote when I recognize the resistance that's present in people when it comes to growth;



A FOOL THINKS HIMSELF TO BE WISE, BUT A WISE MAN KNOWS HIMSELF TO BE A FOOL.

William Shakespeare

That quote means the moment we think we've arrived and known it all is the moment we know nothing. Since we have to navigate through life with our emotions and perspectives why not have the best experience?

Newly obtained knowledge will add flow and ease to our experience in life. That's all 'self-help' is, it's saying *"I know I don't know everything because my results haven't met my dreams yet and I'm humbly ready to look at myself and see where I keep tripping."*

When it comes to dreams, I believe it's something we should keep doing throughout our lifetime.



DREAMING SHOULD ONLY END ON THE DEATH BED.

Julia

The results of doing this work?

You set yourself free and experience an unlimited source of hope.

Classifying your core values will shift your life. The trust you have in yourself will improve.

Most people aren't living to their full potential because their SELF-TRUST is weak.

One of the most common fears in our world today is the fear of success. Our subconscious mind tells us *"If I get to the success I want, can I trust myself to keep going? Will I do things right or mess up? Will I keep at it or drop the ball?"*

“

DOING THIS WORK AND SEEING LASTING RESULTS. ALSO REQUIRES A LIFESTYLE CHANGE.

Julia

You will build your self-trust by following this process, doing the work than sticking with it. Keep constantly revisiting and refreshing what your core values are.

Getting a new job? Ask your self "Does this company & position align with my core values?"

Are you going on a date? Remind yourself to check in with your core values and see if that individual aligns with what they are? Are they a good influence on you?

Are you meeting new people? Check in with your alignment and your core values! Are these new people the right influences for your bigger picture and your dreams?



Be **BOLD** *Be* **LOVE** *Be* **YOU**

Three Valuable Pieces of the Core Values Clarification Process:

1. My Past – What have I been through, my past, what my parents taught me and what I took with me on my journey in life from all of my experiences?

2. My Present Moment – The experience you continually want to have? What feels good? What feels bad?

3. My Future – Where am I going? What are my dreams, plans, and goals? What values are going to guide me there?

This means looking back and digging deep!

Once you've answered all those questions and filled in the space. You'll then begin to define what your core values are by writing down as many focus attribute, qualities, or characteristic. You want to be committed to being and becoming them and also acting with them in mind daily.

While you're completing this process, you can write down 10-20 core values, and we'll teach you how to narrow it down!

Truly's Story

When I was first asked to clarify the core values, I was confused, and I thought that it was only a task for businesses.

What did I need core values for it was a foreign concept?

My childhood with drug-addicted parents who couldn't be present in my life taught me no values. They didn't even have any values or beliefs themselves. How could they educate, inspire me or guide me? I had no foundation and no idea of who I wanted to be. Then a light bulb went off; I needed core values to help me make decisions in my life. Things were starting to become very clear, and I realized that this was why decision making was so stressful for me.

I was at the beginning of my growth journey, and personal core values were so foreign to me. It challenged me to dig deep and think about who I truly wanted to be.

I started by thinking about *"What does the absolute best version of myself look like?"*.

I also began to think about all the people I admired in my life. What kind of person are they and what traits of theirs did I want to incorporate into my life?

While thinking about my best self and the top people I admire. I begin to write down the attributes and characteristics I valued, I aligned with, and I wanted to become. The list looked something like this!

For example:

- Loving
- Creative
- Passionate
- Successful
- Healthy
- Brave



I filled my list with about 20 + attributes and characteristics that right. When I finished, It was time to prioritize each core values important to me.

I took each word I chose and give each one a number between 1-10. 1 - is the most important, it feels great and 10 - is the least important and doesn't spark that same spark in you.

“

YOU WANT TO FEEL A SPARK, AND IN ALIGNMENT ABOUT EACH CORE VALUE YOU CHOOSE!

Truly

It's important to check in with each word and see how you feel about it. Does it excite you, do you feel peaceful when you say it?

For example:

- Loving -1
- Creative -4
- Passionate -3
- Successful -5
- Healthy -1
- Brave - 8

Then I took all my top picks that fell under the numbers 1-5, and I repeated the exercise until I narrowed down my TOP 8 core qualities, attributes and characteristics that set me on fire! I wanted to be these things and live in alignment with them.

I'd recommend narrowing down your core values list to in between 8 - 10 core values!

Julia's list and I have eight total core values, and on the other hand, The YOU Series Core Values List has ten!

What's most important is that you have a list!

Now that I had my eight words I had to dig a little deeper. If I want to be healthy what does that mean to me? In everyone's life, the word healthy means something different. To me, healthy means staying active and eating nutritious foods, always having self-love and a positive mindset. Everyone has a different meaning around the wording and perspective. To you, it may mean being vegan and going to the GYM daily. You may want to sit down and check in, get clear on what each core value means to you.

When I first started doing this, I felt a lot of pressure. What if I do it wrong or what if I am missing something. Let me tell you now; you can never get it wrong and lucky for us we can always change it. The beauty of personal growth is just that. You grow, change and become better versions of yourself. I recommend re-evaluating your core value yearly.

“

THE PROCESS SHOULD BE FUN, AND PAIN-FREE DON'T THINK SO HARD GO WITH THE FLOW OF IT.

Truly

Once you have gotten all eight core values down and you have attached their importance to you, put them up somewhere on your wall! Take some time to notice them and look at them daily.

My favorite part of having personal core values is the guidance I get from them when I am making decisions. It works for the smallest decisions like *"What should I eat for lunch."* to *"Should I go on this date?"* or even bigger decision like *"Should I buy this house?"*. You can most definitely use your core values to help you decide if someone should be in your life or not!



ALWAYS ASK YOURSELF DOES THIS ALIGN WITH MY CORE VALUES OR NOT?

Truly

The list is endless to what you can use your core values for but I know one thing for sure they are your ultimate personal guide for life!

I am a visual learner, so I'd love to share my core values list with you! I hope this will give you a good example, as it's always helpful to have something to refer back to:

1. Unconditional Love:

"For myself, my kids, my family, and my friends."

2. Health:

"Stay active, eat nutritious food. Have self-love and a positive mindset."

3. Unconditional Gratitude:

"Give thanks every day for all that I have and be of serving others."

4. Unconditional Love:

"To always know my worth. Being honest with myself and others and following through with what I say I will do."

5. Be Compassionate:

"To myself and other. To be of service to people that need my help."

6. Creativity:

"To create innovative tools to serve people in need of help."

7. Success:

"Always be teachable and work to achieve my goals."

8. Alignment With Source:

"Stay in alignment, regardless of the conditions around me."

Julia's Insights

What I love about core values is they play such a massive roll influentially. Let me show you why. As I read through Truly's core values, I think to myself "This woman in rad! I want more of her." We give other people the same experience when we share our core values with them!

We declare who we are with our core values! It's like starting a business and putting our hours of operation at the front door. When a store is open from 9-5 you know, they'll be there at 9 and leave at 5. Well, when you see someone's core values, and they say 'Unconditional love' you know they strive to show up with 'Unconditional love.' and plan to leave with 'Unconditional love.' As a result - we get to decide if that's for us or not. Core values are great way to attract and align with like-minded people! This process makes space for a seamless experience!

Let's talk about a scenario I know we have all experienced at some point in time. You know, when you meet someone new, after a few introductions something rubs you the wrong way?

Perhaps they said something that felt fake or they mention something that you think is morally wrong. Maybe they say, something awful about someone. We meet these experiences in life all the time.

The benefit of knowing what your core values are is that you can pinpoint where you don't align with others. The fake person has no integrity - they aren't aligned in who they are and most definitely aren't acting in alignment with themselves by being fake.

Someone who talks in a judgemental way about someone else with no constructive solution for growth in that situation, shows little compassion, love and no desire for connection or success. What I notice is that these are all core values of importance; 'Living in compassion.', 'Love,' 'Connection' or 'Connection with my community.' and 'Being Successful.'

Core values are an excellent guide for life when it comes to making decisions, taking a new direction, and choosing who we want to be around. It becomes easier to let go of the wrong friends, let go of the wrong job and get out of the improper relationship.

You have the right to live in a defined direction in this life. As I write this and I keep saying those words core values, core values.

I'm not going to lie and say it feels 100% comfortable to me. I can still sense that natural discomfort in me. It's not something I grew up with; this is something I have to keep working on daily. Sometimes it does feel awkward or weird and all though I teach this process to people. I keep doing it because once I push through that discomfort I feel powerful and I know all my clients experience the same thing.

I believe in the power of holding up my core values and being proud of my direction! I feel more confident to make the right decisions for myself, and it's easy to step back from people and decisions that don't align with my big picture!

Lastly, my core values are:

1. Living With Integrity:

Staying true to myself and being in alignment with my core values.

2. Abundantly Healthy:

"Nourish my body, Nourish my mind. Move my body."

3. Unconditional Love:

"Accept, love, embrace and live peacefully in abundance."

4. Unconditional Gratitude:

"Find the good always and say "Thank you" often!"

5. An Abundant Community Of Transparency & Vulnerability:

"Connected with loved ones, family, friends. All being authentically ourselves."

6. Adventure:

"Find the adventure in everything."

7. Accountability:

"The courage to say "I did it" The power to redirect myself."

8. Take Aligned & Focused Action:

"Take action from a peaceful, abundant place. Be Aligned, Blissful, Joyful and Fulfilled."

Our 5 Core Tips:

1. Review Integrity & If It's For You - Add It To Your Core Values!

If there is one value everyone should add to their core values list, it's 'Living with integrity.' We love looking up definitions and understanding things on a deeper level.

We suggest reviewing the definition of Integrity! Integrity means living with honesty and within one's high moral standards. In this case you are defining what your 'High moral standards' are by clarifying your core values!

"Core Values = Your Personal List Of Your Highest Moral Standard!"

By adding integrity to your core values list, you're stating your commitment to honoring them!

2. BE Committed To Your Core Values

Commitment is vital in this process because defining this list is valuable, but you have to be committed visiting your core value list often!

Live with them in mind, daily!

We aren't saying be perfect we're just saying do your best to act with your core values in mind! If you make a mistake or lose sight of your core values, it's okay - we believe you'll pop back stronger!

3. You Are Worthy Of An Amazing Experience In This Life!

"You Are Worthy" for everything you define for yourself in your core values.

Just completing this task and setting your core values will instill self-worth in you.

Stay on it - you have to allow yourself to feel worthy for them regularly, self-worth will permit you to honor them freely!

4. Other Peoples Opinions Don't Matter.

Who cares what other people think! Don't let other people mock you for taking this step in your life!

To support this statement, I encourage you to look up 'Cognitive Dissonance.' Become familiar with the idea that people will not always react well to new information.

It's human nature to resist new beliefs or contradicting beliefs.

You have to keep trotting forward and focus on YOU and your growth!

“

GROW DEEPER IN WHO YOU ARE AND LIVE IN THE “WHO CARES!”

Julia & Truly

Stay In Alignment - You'll find that at times your energy will dip or you won't feel like your vibrant self. That's around the time you should head back to your core values and assess where you've fallen out of alignment with them.

It's up to you to clarify where your falling short. We hope that this has been of value to you and hope we have permitted you to feel confident on your growth journey.

Take this step with excitement and start setting your core values.

“

WE BELIEVE IN YOU; THIS IS YOUR TIME TO SET YOURSELF UP FOR GREATNESS!

Julia & Truly

Core Value Process:



Refer back to page 8 for guidance on answering these questions. Jot down your notes:

My Past:

My Present:

My Future:

Idea List:

Authenticity	Efficiency	Peace
Accountability	Empathy	Passion
Accuracy	Enthusiasm	Practicality
Achievement	Equality	Purpose
Adventurousness	Excellence	Professionalism
Authenticity	Excitement	Progress
Ambition	Exploration	Reliability
Assertiveness	Expressiveness	Resourcefulness
Bliss	Fairness	Relationships
Balance	Faith	Risk
Belonging	Freedom	Security
Boldness	Fulfillment	Self Actualisation
Calmness	Gratitude	Self-control
Carefulness	Greatness	Self Improvement
Celebration	Generosity	Service
Certainty	Giving	Sharing
Challenge	Goodness	Significance
Change	Growth	Selflessness
Clear-Mindedness	Health	Self-Worth
Commitment	Hard Work	Spontaneity
Community	Honesty	Stability
Compassion	Hope	Teamwork
Connection	Humility	Temperance
Consistency	Independence	Thoroughness
Contentment	Ingenuity	Timeliness
Contribution	Identity	Tolerance
Creativity	Integrity	Traditionalism
Decisiveness	Increase	Trustworthiness
Dependability	Justice	Truth
Determination	Knowledge	Uncertainty
Devoutness	Leadership	Understanding
Diligence	Legacy	Uniqueness
Discipline	Love	Unity
Discretion	Loyalty	Variety
Diversity	Obedience	Vision
Effectiveness	Openness	Vitality

Note: Although this list of potential values is thorough, it is not necessarily complete. Please feel free to add to the list if required.

Brainstorming:

The brainstorm list of core values that feel most aligned with your Past, Present, Future experience. Right down as many values as you can on this page. Then, to figure out your top 8-10 follow the rating process as described on page 10 - 12 in this book.

- | | |
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Brainstorming:

Once you've narrowed down your top 8 - 10 core values write them below!



My Core Values

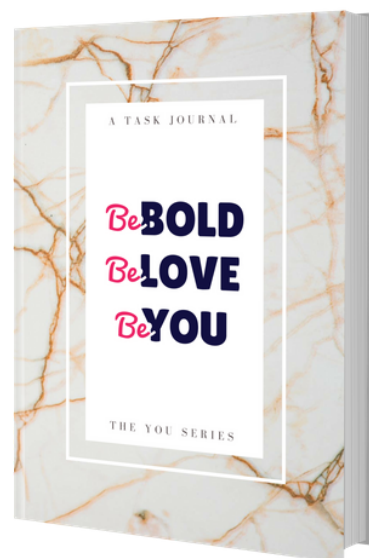
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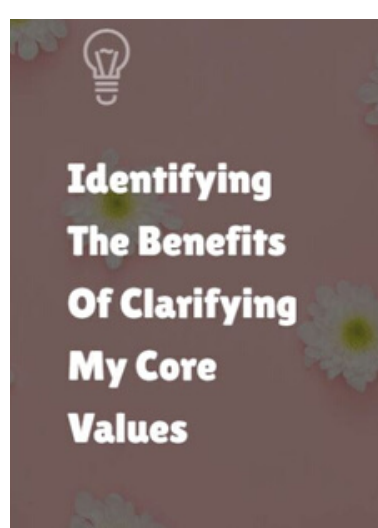
Thank You For Reading!



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The **Y**  **U** Series