



CARICHAM
Centre of Excellence



MONEY VALUES DEVELOPMENT

HOW TO USE MONEY VALUES IN BUSINESS



Values are your deeply held beliefs that move you towards a fulfilling life. The more values we have in our personal lives, the happier and more fulfilled we become.

Money values are deeply held beliefs that move us toward a fulfilling relationship with money. If you're upholding your values toward your money in your business, you'll feel more fulfilled. If you're not upholding your money values in your business, you'll feel a little bit off. You'll feel uncertain and insecure.

Money values are really important in feeling a sense of grounded-ness around your money in your business. This guide describes money values from a business finance point of view.

You've probably had an experience where you've felt amazing about your money. There was a sense of calm and grounded-ness. That's the feeling that you have when you uphold your money values in your life.

On the other side of the aisle, what does it feel like when you don't uphold your money values?

We feel edgy, we feel overwhelmed, we feel frustrated, we feel angry, we feel worried, we feel guilty. Obviously, there are a lot of negative feelings about our money.



First thing first, you DO have money values. A lot of people think, maybe I don't have any values around money, but everyone has money values.

You DO have values around your money, but you might not know it. Oftentimes, we cling to our limiting beliefs about money and we think those are our values, but no, those are not our values. Remember, **values are positive.**

What you value moves you toward a fulfilling relationship with money. Therefore, your limiting beliefs are not your values. It's hard for people to find their money values because they are so buried under limiting beliefs.

The following are three steps that you can take to identify your money values.

- ✓ **Identify a Peak Money Experience**
- ✓ **Identify a Valley Money Experience**
- ✓ **Identify Your Top 4 Values**
- ✓ **Consult Your Values**



CARICHAM
Centre of Excellence



Identify a Peak Money Experience

This is a time in your life where you have felt completely aligned with your money. A time when you felt grounded, where you felt abundance. There was enough where you didn't feel worried. Everything just felt right.

That is a peak money experience. The thing about peak money experiences is they can be big or small.

:

It can be a big or small event that happened in your lives that felt really good.

Don't get caught up in figuring out the most perfect moment. Your peak money experience can be a major milestone, or it can be a small win. The first one that comes to mind is the one that you should examine.

The idea behind reflecting is reliving that experience. Some of the questions you should answer during reflection include:

- When did this happen?
- Where were you?
- Who were you with?
- Did that person say or do anything that impacted you in this peak money moment?
- What made this moment so special?
- What feelings stood out the most to you?
- What part of this experience do you want to bring into your life now?

Those are some ways that you can start to reflect. Next, look for the values that were upheld in this experience.

Ask yourself:

- what impacted me in that moment?
- What feeling did I have that I really wish I could capture?



CARICHAM
Centre of Excellence



Identify a Valley Money Experience

A valley money experience is the opposite of a peak money experience. This is when you feel out of alignment with money.

Think of a time in your life when money did not feel good for you. Things felt off, and they were not great. Many entrepreneurs have dwelled on those moments.

When was a time in your life when money felt HARD?

This is not an area where you should pass judgement on yourself. That is not what this exercise is about. This is not about thinking about everything you should have done in that moment, and how you are a failure because of it.

Instead, it is about going back to that experience and understanding what was missing. The missing component is going to be your money values.



Identify Your Top 4 Values **arise**

It may be a bit overwhelming to identify a limited number of values. However, in an effort to identify your top priorities, consider this:

Imagine that you are climbing a mountain with a backpack. Your money peak is at the very top of the mountain. There is a steep incline toward the top of the mountain. The further you climb, the heavier the backpack becomes. The only way you can make it to the top is by unloading some of those money values from your backpack.

You have to take out a few values if you are going to make it to the top.

- Which values are you willing to set aside? Which values will make it with you to the top of the peak?
- Which values will accompany you through the sweat and hard labor?



CARICHAM
Centre of Excellence



Consult Your Values

Anytime you are making a major spending or earning decision, consult your money values.

Is your decision aligned with those top four money values?

Or is it completely unaligned? If it is, it is probably not the right decision for you. Even if everyone else is telling you to do it, you will not feel good about it. You' will feel off and you won't be able to pinpoint a practical reason why.

Anytime you are making a money decision that you feel uncomfortable or uncertain about, check in with your money values as well. You can crunch the numbers and do all the practical stuff but your money values are your ultimate compass.

You can ask yourself, "**Am I upholding my money values if I make this decision?**"

You can use your money values for earning decisions, around how much you charge, and if you are going to offer discounts. You can use them to decide which clients you are going to work with, and how you are going to set up boundaries.

For example,

If you are questioning whether to offer discounts on your products or services and you identify that one of your top money values is generosity, keeping other things in mind, it can give you the confidence to make the decision because it aligns with your money values.

It will also help you establish financial self-care.

For example, if you value security, you can make starting a savings account a top priority. That will affect your decisions on how you pay yourself.

PEAK MONEY EXPERIENCE



CARICHAM
Centre of Excellence



Describe your peak money experience:

When was this experience?

Where were you? Describe the scene

Who were you with? Did they say anything to you that stands out?

What made this experience so special?

PEAK MONEY EXPERIENCE



CARICAM
Centre of Excellence



What feeling or feelings stand out the most to you?

What part of this experience do you want to bring into your life now?

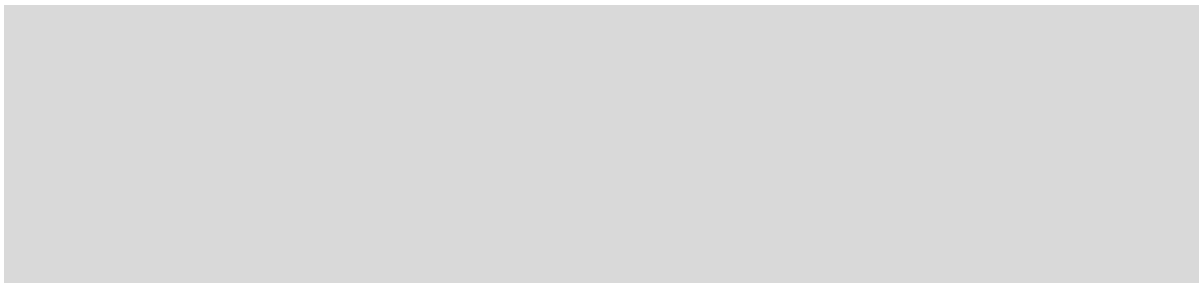
What were four values that are being in this experience?

VALLEY MONEY EXPERIENCE

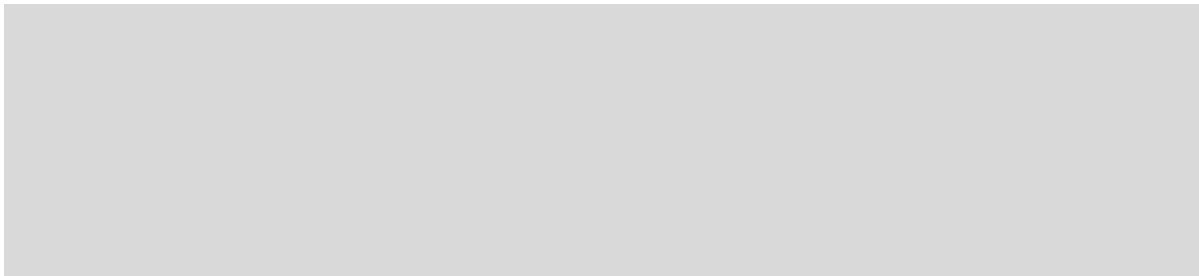
Describe your money experience:



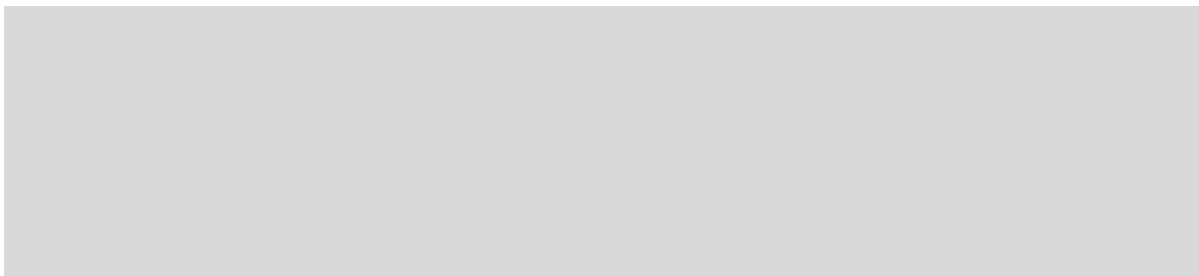
When was this experience?



Where were you? Describe the scene



Who were you with? Did they say anything to you that stands out?



What made this experience so special?



VALLEY MONEY EXPERIENCE



CARICHAM
Centre of Excellence



What feeling or feelings stand out the most to you?

What part of this experience do you want to bring into your life now?

What were four values that are NOT being in this experience?

MONEY VALUES

List your top 8 money values:

Eight horizontal grey bars for writing the top 8 money values.

List your top money values:

Four horizontal grey bars for writing the top money values.