

The Key to Unlocking Your Potential

Module 1: What Can You Learn from Thinking About Your Values?

With Vicki La Bouchardiere



Right Person, Right Time

Welcome, and congratulations for choosing this course!

Let's start with a reality check: Hold the front page! There is very little new in the world of personal development. The most important principles were identified generations ago, and if you're anything like me, you'll have had your head in plenty of books, courses, blogs and videos as you seek out new ways to improve your life and business. But, just because you've heard the concepts and strategies before, it doesn't mean you'll be doing the right things all the time.

I believe it's all down to hearing the concepts from the right person at the right time. I could say exactly the same thing as another coach, but you might prefer the way I explain it because his voice gets on your nerves. Or, I might make the most brilliant video ever, but if the person who's

playing it isn't ready to make changes at the very moment she's watching it, then I might as well be talking about sock-puppets or unblocking toilets.

I really hope this information hits your brain cells at the right time for you. I'll do my best to keep it interesting and entertaining, but you'll have to do your bit to ensure the knowledge goes in.

Passive learning - just reading or listening - is as almost as much of a waste of time as buying an exercise bike and staring at it hoping to get fit. In order to get information well and truly into your head, it's important to be interactive - to do the worksheets at the right time, and even better, to try to teach what you've learned to someone else. If I do my job right, then you'll be eager to pass on the gems you pick up from this course at every possible opportunity.

So, let's assume *I'm* the right coach and it's *your* time, and let's crack on!

What is the key to unlocking potential in you and your team?

There's one factor that affects your success and productivity regardless of the experience or skills you possess, and that is good judgement. Your judgements are the decisions you make about whether something is good or bad, acceptable or inappropriate.

Good judgement is critical when running a business, especially when there is no clear way forward, and your judgement is affected by your values. Your values are your deeply held beliefs. You develop them throughout the course of your life, and they can and do change over time. You may still hold some of the values you held as a teenager, but other values will have changed. For instance, you might always have placed high value on your relationships, but you now might place more value on ensuring your employees have a great Christmas party than making sure you organise a New Year's Eve party with your friends. I'm not saying one's right and the other is wrong, I'm just saying things change.

For some judgements, there is no right or wrong. They are just decisions that carry a particular set of consequences - things like deciding which office to relocate to, or choosing to promote from within the company or hire new talent externally.

In other situations, poor judgement can result in disaster. In business it can mean bankrupting your company with poor financial decisions, putting people at physical risk by not noticing potential threats, or failing to see the world from other person's point of view and losing their trust.

We all place value on different things, and by understanding those differences, we are more likely to be able to appreciate our strengths, allow for our weaknesses and to pay heed to where are blind spots might be.

I've been coaching people in businesses both large and small since 2008, and since the very early years of my career I have used an assessment tool called The Judgement Index with the majority of my clients. The Judgement Index was developed in the 1970's by Nobel Prize nominee Dr Robert Hartman, and is the world's original and best values-based assessment.

You don't need to do take the Judgement Index in order to benefit from this course, but the insights I share with you have been collated from my experience of coaching people and noticing how their decisions are affected by their values, and how aspects of their lives affect their capacity for good judgement.

(If, at any point, you get curious and you'd like to take the Judgement Index yourself, then please contact me. I'd say you might find it most interesting after completing this course, but if you really can't wait then that's OK, too!)

What most businesses get wrong when they address values

Values has been a buzzword in business for a while now. When most people hear the word used in business, they think of a trite set of phrases like "The Customer Always Comes First", "We Strive for Excellence" and "We Aren't Happy Until Our Customers Are" dreamed up in an away-day by management, that nobody even remembers let alone lives by.

In this instance, we aren't thinking about the sort of values we all stick up on a wall and ignore. We're thinking about the values of individuals, and how different values create strengths and weaknesses, and how they can sometimes create frustration and avoidable friction between people.

What do you want from this course?

So, let's begin with the end in mind. What do you personally want to achieve from this course? Well, the two immediate benefits are understanding yourself better, and it will also help you see other people from a different angle and thus help you understand them better. It should help you get over the frustrations you have with certain people, and even make you reconsider the qualities you're looking for when you're making promotions or hiring new people into your company.

A brief overview of the course modules

In each module, there will be a written explanation and video in which I'll discuss the topic, but most important is the worksheet for you to fill in and write down your thoughts about each area.

We'll be covering the following topics in this course:

- People skills
- Task processing ability
- Strategic thinking
- Stress
- Problem Solving
- Self Care
- Self-Criticism
- Dealing with change
- Realism and idealism
- Work ethic
- Getting Clear on What's Important

As I said earlier, this interactive type of learning, especially if you teach what you've learned on to others, is the most valuable part of the course, so don't skip it just because you feel too busy - carve out some time out of your week when you can get away from all your other distractions and give the exercises your full attention.

You don't have to worry that some of the questions involve guesswork. We all make guesses about other people's motives and beliefs every day, and we don't always get it right, but making the effort to put yourself in someone else's shoes is what matters here.

You may only need half an hour per module to get true value from the work we'll cover here. I promise you won't regret a single minute of it, and you'll never experience the true benefits if you don't do your bit.

Module 1 Worksheet: What can you learn from thinking about your values?

1. In the table on the following page, write a random list of 20 things that are important to you at the moment. Write down anything that comes into your head. Your list might look something like this:

Work/Life Balance	Money	Security	Success
Keeping to a budget	Looking after the environment	Eating Well	Getting more sales
Looking after an elderly parent	Booking a holiday	Training for a marathon	Financial freedom
My relationship with my spouse	Creating a legacy	Raising money for charity	Seeing my friends
Having more fun	Making more time for helping kids with their homework	Learning a new language	Exercising/ Keeping Fit

What's Important to Me:

ask them when they last had a date night, they can't remember. So, think about your top three, and book time in your diary this month to take action on all of them.

Priority 1

Priority 2

Priority 3

I hope you have found this process useful and thought-provoking, and I'll see you in Module 2, where I'll be talking more in depth about your value around people and relationships, and how that can help and hinder you.

See you soon!

Vicki