

## Understanding your Why

Simon Sinek said it best with his quote “When the things you say and the things you do are in alignment with what you actually believe, a thriving culture emerges.” When you are able to align who you are with what you do and how you do it, you are living in alignment with your values.

During Britten’s session she walked you through the process of identifying your top five core values and identifying those values in action. For these exercises, pull out your workbook and revisit as you take the next step with your values and integrating them into what will become your personal brand.

**Top Core Values** In the boxes below, write your top five values you identified during the session.

	1.	
5.	<b>you</b>	2.
4.		3.

Do a quick self-assessment check...for each of your values, rank them below from 1-5 on how you are currently living in alignment with each of them (1 being “I am not consistently living in alignment with this value” and 5 being “I am consistently living in alignment with this value”).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

In looking at the value in the #1 spot above, what are some things you can do to help bring this value back into alignment with your daily activities?

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**Linking it back to your role/bank:** As you are assessing your values, answer the following questions:

1. What are your bank's values?

2. In what way do you think your core values play a role in your professional work?

**Connecting to your brand:** Of your values identified, which are the ones that you most want to showcase in your personal brand/personal brand statement so that people read your brand statement and know that this is what you value?

Once you have completed this exercise, bring these worksheets to discuss at your next mentor/mentee meeting!