



Empowering YOUR Success

Turbo Charge YOUR Business

To clarify what you truly want, begin with identifying what you don't want. In the following exercise, you'll select the top 5-8 words you never want to emulate. This step is crucial to establishing your core values, as your chosen words filter your actions and decisions.

To begin this process, take some time to reflect on the words that trigger negative emotions in you or that you find offensive. These might be words associated with behaviors or attitudes that you find unacceptable. I've provided some words below to help you. By selecting the top 5-8 words you NEVER want to model, you'll take an important step towards creating a strong and authentic personal brand.

- | | | | | |
|-------------------------------------|-------------------------------------|--|---|---|
| <input type="checkbox"/> Aimless | <input type="checkbox"/> Distrust | <input type="checkbox"/> Inattentive | <input type="checkbox"/> Scarcity | <input type="checkbox"/> Unprofessional |
| <input type="checkbox"/> Arrogant | <input type="checkbox"/> Doubtful | <input type="checkbox"/> Indifferent | <input type="checkbox"/> Selfish | <input type="checkbox"/> Unreliable |
| <input type="checkbox"/> Cautious | <input type="checkbox"/> Dullness | <input type="checkbox"/> Individualistic | <input type="checkbox"/> Sluggish | <input type="checkbox"/> Unsympathetic |
| <input type="checkbox"/> Chaotic | <input type="checkbox"/> Foolish | <input type="checkbox"/> Insignificant | <input type="checkbox"/> Timid | <input type="checkbox"/> Weak |
| <input type="checkbox"/> Complex | <input type="checkbox"/> Greedy | <input type="checkbox"/> Irresponsible | <input type="checkbox"/> Undisciplined | <input type="checkbox"/> ----- |
| <input type="checkbox"/> Dishonest | <input type="checkbox"/> Hateful | <input type="checkbox"/> Misaligned | <input type="checkbox"/> Unenthusiastic | <input type="checkbox"/> ----- |
| <input type="checkbox"/> Disloyal | <input type="checkbox"/> Helpless | <input type="checkbox"/> Neglectful | <input type="checkbox"/> Unfaithful | |
| <input type="checkbox"/> Disrespect | <input type="checkbox"/> Imbalanced | <input type="checkbox"/> Poor | <input type="checkbox"/> Unimaginative | |

Now that you know the behaviors and feelings you don't want, let's look at what you DO want. For example, if you selected imbalanced, you desire balance. Try to pair down your list to 3-5. These will become your guiding values for your life.

- | | | | | | |
|-------------------------------------|------------------|--|---------------------|---|--------------------|
| <input type="checkbox"/> Aimless | ----> Purposeful | <input type="checkbox"/> Hateful | ----> Loving | <input type="checkbox"/> Sluggish | ----> Energetic |
| <input type="checkbox"/> Arrogance | ----> Modest | <input type="checkbox"/> Helpless | ----> Confident | <input type="checkbox"/> Timid | ----> Bold |
| <input type="checkbox"/> Cautious | ----> Adventurer | <input type="checkbox"/> Imbalanced | ----> Balanced | <input type="checkbox"/> Undisciplined | ----> Disciplined |
| <input type="checkbox"/> Chaotic | ----> Peaceful | <input type="checkbox"/> Inattentive | ----> Mindful | <input type="checkbox"/> Unenthusiastic | ----> Passionate |
| <input type="checkbox"/> Complex | ----> Clear | <input type="checkbox"/> Indifferent | ----> Compassionate | <input type="checkbox"/> Unfaithful | ----> Faithful |
| <input type="checkbox"/> Dishonest | ----> Authentic | <input type="checkbox"/> Individualistic | ----> Collaborative | <input type="checkbox"/> Unimaginative | ----> Imaginative |
| <input type="checkbox"/> Disloyal | ----> Dedicated | <input type="checkbox"/> Insignificant | ----> Impactful | <input type="checkbox"/> Unprofessional | ----> Professional |
| <input type="checkbox"/> Disrespect | ----> Respectful | <input type="checkbox"/> Irresponsible | ----> Committed | <input type="checkbox"/> Unreliable | ----> Trustworthy |
| <input type="checkbox"/> Distrust | ----> Trustful | <input type="checkbox"/> Misaligned | ----> Aligned | <input type="checkbox"/> Unsympathetic | ----> Sympathetic |
| <input type="checkbox"/> Doubtful | ----> Confident | <input type="checkbox"/> Neglectful | ----> Responsible | <input type="checkbox"/> Weak | ----> Strong |
| <input type="checkbox"/> Dullness | ----> Creative | <input type="checkbox"/> Poor | ----> Wealthy | <input type="checkbox"/> ----- | ----> ----- |
| <input type="checkbox"/> Foolish | ----> Wise | <input type="checkbox"/> Scarcity | ----> Abundant | <input type="checkbox"/> ----- | ----> ----- |
| <input type="checkbox"/> Greedy | ----> Generous | <input type="checkbox"/> Selfish | ----> Generous | <input type="checkbox"/> ----- | ----> ----- |

Congratulations, you've done it! Write your top 3-5 guiding values below:

<input checked="" type="checkbox"/> -----	<input checked="" type="checkbox"/> -----	<input checked="" type="checkbox"/> -----
<input checked="" type="checkbox"/> -----	<input checked="" type="checkbox"/> -----	<input checked="" type="checkbox"/> -----