

Take Action!

Implementation Task 12: Defining Actual vs. Aspirational

Values Review the following segment of Module 4:

◆ *Turning Aspirational Values Into Actual Values*

Make a list of your core values and write “Aspirational” next to those you hope your business will fully embrace someday and “Actual” next to those that you feel your business currently embraces well. Then, below to those values marked “Aspirational,” write down the unintentional value that is currently held in reality and is the antithesis of the aspirational values.

Core Values	Actual or Aspirational?
1.	
If aspirational, what are the related unintentional values?	
2.	
If aspirational, what are the related unintentional values?	
3.	
If aspirational, what are the related unintentional values?	

4.	
If aspirational, what are the related unintentional values?	
5.	
If aspirational, what are the related unintentional values?	
6.	
If aspirational, what are the related unintentional values?	
7.	
If aspirational, what are the related unintentional values?	
8.	
If aspirational, what are the related unintentional values?	