

Defining Your Business Priorities

Many times, people don't prioritize their time properly because they don't know what they care about. When you know what your values are, you'll find it easier to choose which one's to go with first.

The way to know what holds the most meaning for you is to define your values. Values are the things that we're most naturally drawn to--things that we do without having to struggle. Your values form the basis of how you approach your life, and when you set your priorities in accordance with your values, there is less stress and pressure. When you define your values, you have something concrete to check-in with when making decisions and setting priorities. When we live and work according to our values, it doesn't feel like hard work. It's much more fulfilling.

Defining your values is an ongoing process and you may find that over time they change slightly or their importance alters. You may even already know some of them, but looking at a list of values is a useful way to see which ones may fit for you.

- It's important that you don't get your values confused with your needs. A need is something that you must have to be your best. They are a requirement in your life. A value however, is appealing to you, leaves you feeling most like yourself and fulfilled. Once your values are defined and honored, you will feel more fulfilled, more yourself and experience less pressure and stress.

The process of defining your values is started by looking at a list of values and by responding to the following questions.

- What do you most like to do?
- What are you most naturally drawn to?
- Do you ever lose track of time and really involve yourself in something. What is it?
- What do you feel really passionate about?

A value can be taken on and tried for size, if it doesn't fit you well, then you can put it to one side. You may choose to work with a professional coach to really define your values.