

VALUES  
CLARITY  
*Exercise*

AMY EVANS  

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HOLISTIC

# LET'S GET CLEAR

If you're feeling unsure about your next step, this is where to start.

Your values act as a filter for decisions — they help you understand what actually fits your life, energy, and direction now.

You don't need to fix everything today — you just need to know where to start.

Take 10 minutes, trust your gut answers, and let's get clear on what's really going on.

*Enjoy taking these first steps towards alignment,*

A handwritten signature in a cursive script that reads "Amy x".

# VALUES LIST

How to use this:

1. Read through the list and highlight anything that stands out
2. Narrow it down to 5-10 core values
3. Don't overthink it – go with your instinct

If it feels like a strong “yes”, keep it

If you're unsure, leave it

<b>ALIGNMENT</b>	Building a business that feels true in both heart and strategy.
<b>AMBITION</b>	Having big dreams and the drive to make them real.
<b>AUTHENTICITY</b>	Being unapologetically yourself in every part of your work.
<b>AUTONOMY</b>	Creating the freedom to work how, when, with whom you choose.
<b>BALANCE</b>	Making space for both purpose and personal wellbeing.
<b>BEAUTY</b>	Bringing care and aesthetics into your brand and environment.
<b>BOLDNESS</b>	Taking brave steps and refusing to play small.
<b>CALM</b>	Prioritising steadiness and nervous system peace.
<b>CLARITY</b>	Communicating your purpose with focus and confidence.
<b>COLLABORATION</b>	Thriving in co-creation and mutual support.
<b>COMPASSION</b>	Leading with empathy, both for others and yourself.
<b>CONNECTION</b>	Building meaningful, human relationships through your work.
<b>CONSISTENCY</b>	Showing up regularly and with intention.
<b>CREATIVITY</b>	Letting inspiration, innovation, and expression guide you.
<b>CURIOSITY</b>	Staying open to learning and exploring new perspectives.
<b>DISRUPTION</b>	Challenging the status quo and doing things differently.
<b>DRIVE</b>	Channeling your inner fire to move your business forward.
<b>EASE</b>	Creating simplicity and letting things flow without force.
<b>EMPOWERMENT</b>	Standing in your power and helping others rise too.
<b>ENERGY</b>	Being mindful of where yours goes – and what restores it.
<b>EXCELLENCE</b>	Taking pride in doing things well and with intention.
<b>FOCUS</b>	Keeping your eyes on what truly matters.
<b>FREEDOM</b>	Working in a way that feels liberating, not limiting.
<b>FUN</b>	Creating lightness and joy in how you work.
<b>GENEROSITY</b>	Giving with intention and healthy boundaries.
<b>GRACE</b>	Responding with emotional maturity and self-respect.
<b>GROWTH</b>	Committing to evolution – personally and professionally.

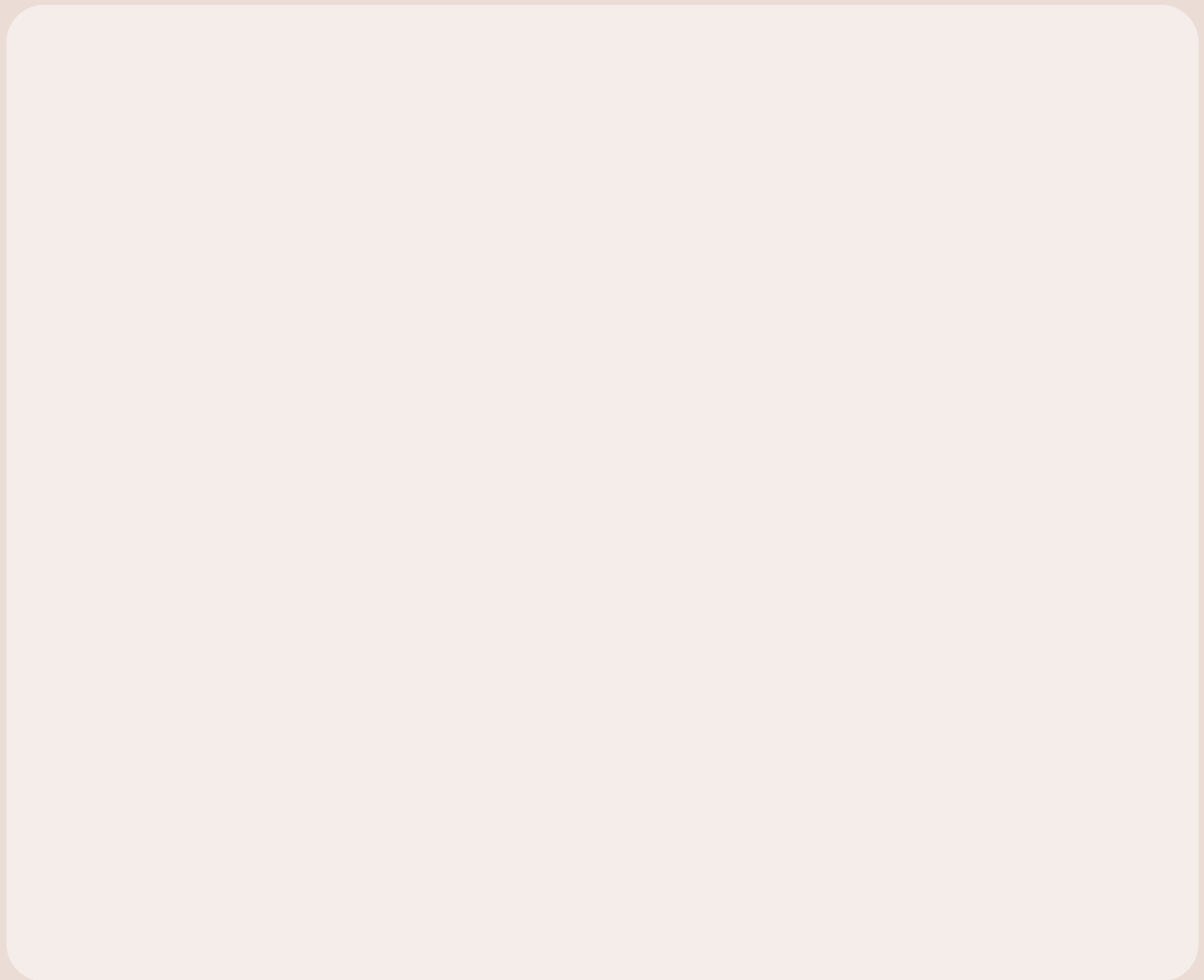
# VALUES LIST

<b>HARMONY</b>	Blending your values, life, and business into one aligned system.
<b>HONESTY</b>	Being transparent, even when it's vulnerable.
<b>INCLUSIVITY</b>	Creating a space where all feel safe, respected, and seen.
<b>INDEPENDENCE</b>	Doing things your own way, even if it's unconventional.
<b>IMPACT</b>	Making a meaningful difference through your work.
<b>INNOVATION</b>	Leading with fresh thinking and original ideas.
<b>INTEGRITY</b>	Acting in alignment with your values at every level.
<b>INTUITION</b>	Trusting your inner compass to guide your choices.
<b>JOY</b>	Letting pleasure and delight fuel your decisions.
<b>KINDNESS</b>	Meeting others with care, even when boundaries are needed.
<b>LEADERSHIP</b>	Owning your role as a guide, example, or voice.
<b>LEARNING</b>	Staying curious and open to growth.
<b>LOVE</b>	Rooting your work in care, connection, and compassion.
<b>MINDFULNESS</b>	Being intentional and present in your process.
<b>OWNERSHIP</b>	Taking full responsibility for your path and decisions.
<b>PASSION</b>	Letting your enthusiasm be a force for momentum.
<b>PATIENCE</b>	Trusting the pace of growth and honouring the process.
<b>PEACE</b>	Creating emotional and energetic spaciousness.
<b>PLAYFULNESS</b>	Inviting creativity and experimentation into your work.
<b>PURPOSE</b>	Building a business that means something – to you and others.
<b>RESPECT</b>	Valuing your time, energy, and the people you serve.
<b>RESILIENCE</b>	Growing stronger through challenge and change.
<b>SIMPLICITY</b>	Cutting through clutter to focus on what's essential.
<b>SPACIOUSNESS</b>	Making room for rest, inspiration, and breath.
<b>SPIRITUALITY</b>	Feeling connected to something deeper than logic.
<b>STABILITY</b>	Creating a solid foundation that supports your growth.
<b>STRENGTH</b>	Owning your capacity and trusting in your ability to lead.
<b>TRUST</b>	In yourself, your decisions, your clients, and the process.
<b>TRUTH</b>	Being honest about your beliefs and why you do what you do.
<b>VITALITY</b>	Prioritising physical energy and emotional health.
<b>VISIBILITY</b>	Being willing to be seen and share your voice.
<b>WEALTH</b>	Welcoming abundance in a way that aligns with your values.
<b>WELLBEING</b>	Ensuring your business supports, not drains, you.
<b>WISDOM</b>	Leading from your lived experience and inner knowing.

# REFLECTION

Now ask yourself:

- Which of these values are currently present in my life/work?
- Which ones feel missing?
- Where am I trying to force something that doesn't align with these?



Clarity doesn't come from doing more.  
It comes from understanding what actually matters.

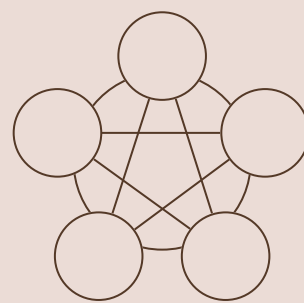
ALIGNED  
*Business Mentorship*

*Get in touch*

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