



J. FORSTER & ASSOCIATES
"Focusing on the Human Capital of your Business"

“To be or not...”

Each day as we rise and shine, we assume we will be ourselves as we march through the day’s responsibilities and activities. But are we truly functioning from our innate nature our core values or are we even aware of what those are. Do we understand our core values are keys to our success and optimization not only in business but in all relationships.

Everyone is hard wired to view the world through their particular lens and everyone lens in a little bit different. Without understanding how we ourselves work and how others work it is very difficult to move our way through obstacles that may present themselves. Do you find yourself over reacting to someone’s response in a meeting? Do the same life challenges continue to show up dressing in different clothing? Is there someone whom you interact with on a regular basis that you just don’t click with? It all comes down to your hard wiring. It has been said that all business problems are people problems. Communication is at the forefront of all motion.

We react to everything in one of two ways; one is in response to our environment based on personality, experience and habit. The other is based on our hard wired core values.

There is one quick means to determine if we are acting upon our own values or those of others around us, and that is to review our choices and actions of each day to determine if we are motivated from within or if we look to others for direction. No matter the role we fill in business or our career, values based function benefits us personally by reinforcing our sense of confidence and also generates greater trust from others in dealing with us. They can sense when we are ‘ourselves’ as we work with them.

It takes courage and awareness to act upon one’s values.

For example... If we function from a position of honesty, it means we must back up that trait with communication skills that are not abrasive, but are necessary to successful outcomes. When an employee or a peer isn’t performing to an expected standard, if we speak from an honest value base to tell them what we see as their shortfall in performance, but do it with tact and allow them their dignity, we demonstrate leadership. It takes courage and conviction to live by one’s values; they amplify our capacities and strengthen others by our influence.

If we take our direction from others, they may not possess the same values we do. If honor or integrity or honesty is not within their value system, following them, rather than listening to our own values may cost us more than we imagine. Aside from losing confidence in our capacity to make decisions, take action, or to encourage those seeking value-based lifestyle courses, we may lose business and leadership influence.

Just as a compass can take one off course if in the vicinity of a magnet, our lives can be quietly and subtly moved off course by leaving the influence of our trusted and proven virtues and values. Take the opportunity to check out your utilization of values in daily decision making. Then when you see you are on course, congratulate yourself and give recognition to the values that are key to your identity.

'One day you finally knew what you had to do, and began, though the voices around you kept shouting their bad advice.' Mary Oliver

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