

# *The* **VALUES** *Manual*

Understand what your values are and how they can be key to a successful business



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The information contained in this book has been gathered and collated from the experiences of the author. Every effort has been made to make sure the details are accurate. However, they are experiences and, by that nature, and the fact that they have been gathered into a book, means that they will be in the past as you read this.

**It is vital that you take this information and check its relevancy to your personal situation and to the environment right now. We have been through the most unprecedented experience in the history of the world and its economy, all rulebooks have been torn up and no one knows what the future holds. It is the lessons of the present that carry us forward.**

## *Other books written by Vicki Wusche*

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Make More Money from Property:

From investor thinking to a business mindset 2<sup>nd</sup> Edition

Property for the Next Generation: Securing your future in uncertain times 2<sup>nd</sup> Edition

The New Estate: Insights from the 22<sup>nd</sup> century

### **Manuals**

The Four Habits of a Truly Wealthy Life

The De-Job Yourself Manual: Break your reliance on a monthly wage

The Values Manual: Understand what your values are and how they can be key to a successful business

The Goal Setting Manual: Create meaningful and practical goals then achieve them

9 Critical Property Principles

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## Foreword

I meet and speak to thousands of people a year and, there is one common thread amongst them all. Everyone wants something more and they are looking for a way to achieve it.

Understanding the role that values play as a filter in our everyday lives has been pivotal in my personal success. In this manual I am going to share what I have learnt and how it can make a difference in the speed and easy of your success.

In fact, understanding your values helps your unconscious mind know what really matters to you, and what you want to focus on. Then both consciously, and unconsciously you are simultaneously focused on achieving your goals based on what really matters to you - your values.

Your values are formed in early childhood and are stable from about the age of 14. Your values do not fundamentally change through out your life - unless affected but a dramatic, emotional or extreme experience. People often realise that time, is a precious commodity, when faced with a "Mortality Moment" the recognition that they or loved ones are not immortal.

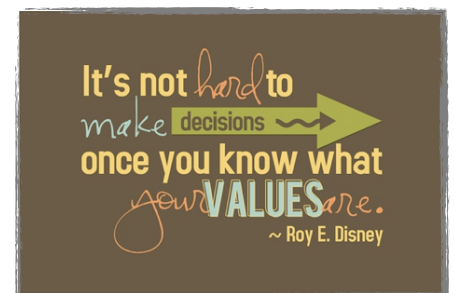
Recognising what is really important to you can help you understand the motivations behind your actions. When your values align with your goals then success is effortless. When they are misaligned your goals may become unachievable due to an internal and unconscious conflict.

This manual will help you identify your values and make clear the results you will gain once they are understood. You might feel you already understand some of your personal traits. For some the recent experience of the COVID-induced lockdown will have brought to the front how much they value freedom, family, financial security. Others will recognise they prefer structure, control and stability.

When you have completed the work in this manual you will become more aware of your values, and how they will influence your decisions. When you want to take that next step, get in touch as we have a range of online and bespoke support to help you.

Happy learning,  
Yours,

Ever the teacher, Vicki



## ***How do you know what you value?***

The role that our values play in our success is poorly understood by most of the population. Think of your values as an information filter. We are surrounded, even bombarded by so much information and experiences that our minds have had to create a filtering system to cope with the potential over load.

Think - just briefly - about all the things your brain has to think about. Work, family, the shopping, travel, whats on TV, beating your heart, blinking your eye lids, all the muscles needed to sit or stand up, are you too hot or too cold, and of course digesting your food, fighting infections ..... so much!

What about the fundamentals - I bet you don't consciously think about your safety as much maybe as you should? There are no wild animals roaming our streets any longer! Your safety, blinking and breathing are functions that are taken care of by your brain at a deeper level of consciousness.

Due to the information overload I mentioned early, our deeper brain – or sub-conscious has also taken on other tasks, some we may not be aware of. Instead of searching for danger in the environment, your mind is working out what is important, based in your your priorities. Your unconscious priorities are the things, you value most.

Some people seem happy to travel the world, they don't own a home, they go where they please or where they perceive they are needed. They value flexibility, freedom, maybe contribution or money. Others want a place to call home, they want a community to call family. Security, safety, and routine, may all be more important than money. Money, for some, is not important. It is only necessary to achieve safety and security.

Your life will is so complex, compared to six hundred or even thousands of years ago, that values framed in one part of your life could contradict a value held elsewhere. For example the need for variety and flexibility at work may not compliment your need for love at home.

A periodic and conscious exploration of your values, and if necessary the resolution of any conflicts, is vital to your success.

This manual will take you through processes created to draw out, list and prioritise your values in key sections of your life. It will help you recognise and resolve value conflicts within your perceived priorities, goals, and wider purpose. Then and only then can you integrate your values on a whole-life basis ensuring that all your needs are met and success is simply there to be achieved.



***Think back to a time when you felt completely happy -  
What were you doing?***

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*Who was with you?*

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*What other factors were involved in making you feel happy?*

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**Think back to a time you felt completely satisfied and fulfilled -**  
*What need had you filled?*

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*How and why did the experience give your life meaning?*

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*What other factors contributed to this feeling?*

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*Think back to a time you felt proud - What made you feel proud or have this sense of achievement ?*

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*Was anybody else involved in this achievement?*

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*What other factors contributed to your pride in this achievement?*

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## Instructions

Go back to the questions on the previous pages, and circle the words in the answer sections that stand out to you, that are important ... something you value. Copy this list of 'values' on to a separate sheet of paper.

Now you need to order the words in importance. So look at the list and once you feel ready, identify the most important word and write 1, by the side. Then repeat for the second most important word to you - write the number 2. Repeat this numbering exercise until you have identified all the words in order of importance.

Take a new sheet of paper and create a table with columns headed by a word that describes an area or role in your life, family, business, community or social.

List Area of Your Life	List Area of Your Life	List Area of Your Life

Transfer the values written on your sheet into the table and columns as shown above, in order of important as you see them. Be sure to put the most important words first under each heading, followed by the second most important.

Now look for patterns in the words - use coloured pens if you have them. Identify and **circle all matching words**. For example if the word 'security' or 'trust' appears more than column, circle the word everywhere it appears.

Then use an asterix to mark words that are opposites - so if in your repeating words you have the word 'control', and then you can see the word 'flexibility' in another column - identify that conflict.

Reflect on what this means for you - can you see any areas that appear in conflict with one another. For example at home do you want stability and security, but at work you want excitement and flexibility? If so does your working life provide the excitement you want or is it a source of frustration.

Resolving conflicts is beyond the reach of this manual. However if you are worried then book a session with Vicki to discuss and resolve your concerns.



## ***Who do you wish you were...***

Sometimes we unconsciously base our values on what we think other people that we admire, appear to value. This can create conflict with our own core values which is neither helpful nor productive.

However identifying traits in people we admire and choosing to consciously adopt them has an all together different connotation. This is like recognising a gymnast has good balance - if gymnastics is a core skill we want to learn then balance would be valuable.

Exploring the factors (values we assume they hold) critical in the success of people like Sir Richard Branson or Lord Sugar in business could help you identify values that you could start to prioritise in your life.

Remember that you cannot go against your fundamental personality - so you fortunately you could not adopt the values of a mass murderer for example.

On the next page list people who you admire, in the three key areas of your life, and list some of the key values you believe they hold.

Return to your list of values and using new symbol or colour mark the values you have in common - are there more than you thought?





## ***Everything is important but there is always a priority...***

Now you have explored the values in the various parts of your life - you need to create a combined list. An overriding - whole life - list of values - core values that are essential in every part of your life.

We have written some of the core values most people raise below. If you have a different word, but with the same or similar meaning as one on our list - replace our word, with your word. If you have a different value - then add your value to the list.

Now consider your life as a whole, all the roles you play and the interactions you have that make you - You.

What is important to you. Rank the full list of values in order. When you get stuck: read from the top of the list and then keep going. If you do this twice you should be able to prioritise at least 75% of the whole list.

**FUN**

**WEALTH**

**ADVENTURE**

**COMMUNITY**

**FOCUS**

**SECURITY**



## So now you are whole...

The last part of this exercise is to go back to your individual lists, including all the similarities and contradictions and see if your new list on still fits.

Are you happy with your new list? Have you resolved any conflicts? Have you added any values you did not initially recognise as part of yourself? Can this new list become a useful tool to help you guide and shape both your personal and business life? To guide and shape your goals and your successes?

<b>As an example when I did this list my words were:</b>	<b>their order</b>
Fun and Adventure	3
Wealth and Success	2
Focus	1
Family	4
Health	5

I decided to create a powerful personal values statement. It is something that I still remember, recite and use over fourteen years later.

I am FOCUSED on creating WEALTH and SUCCESS while having FUN and ADVENTURE with my FAMILY and friends supported by good HEALTH and vitality.

It reminds me what I stated I want in my life. What is important. I used these words to filter and check business opportunities, new relationships, new experiences. If they match my values then I know I will succeed - if they don't match then I know that I must evaluate the direction I want to take in more detail.

As the years have passed I started to recognise that while my values helped me focus on the personal and business success I wanted .... and I would say really helped me accelerate my business growth, I had lost aspects or values that I had also cherished.

I still daily list three things I am grateful for, first thing in the morning and last thing at night. I will explain how you can follow this practice later.

I have added another sentence to my initial values statement ... a question ....  
How have I made the world a better place?

I have an alarm set on my phone every day at 3.33pm to remind me of that question. Together the values statement helps my mind focus and filter, for opportunities and information that support me in achieving my goal and purpose, which is ultimately to make the world a better place.



Ranking Values	
Intimate Relationship/Love	<input type="text"/>
Parenting	<input type="text"/>
Recreation/Fun	<input type="text"/>
Healthy/Well Being	<input type="text"/>
Social Relations/Friendships	<input type="text"/>
Employment	<input type="text"/>
Family Relations	<input type="text"/>
Education and Training	<input type="text"/>
Spirituality	<input type="text"/>
Adventuring/Travel	<input type="text"/>
Citizenship/Community	<input type="text"/>
Exercise	<input type="text"/>



## ***Personal Brand - What do you stand for...what do you NOT stand for?***

Once you work out your personal values you can also start to explore how this relates to your personal brand and then later the brand values of your business.

The implications of core values and how they are perceived by your clients is essential.

Look at the table below and think about how you want to promote the values in your business.

Circle 8 values that are similar to the values you currently or want to express in your brand.

<b>Control</b>	<b>Self Improvement</b>	<b>Appearance</b>	<b>Relationships</b>	<b>Mindset</b>
Stability - Certainty and predictability	Perseverance - pushing through to the end	Health - physical well being	Love/Intimacy - deep emotional/ spiritual bonds	Self Reliance - able to cope alone
Neatness - tidy, orderly and clean	Joy/Pleasure - personal satisfaction	Appearance - dressing well and in good shape	Family - caring for and spending time	Consensus - can live with decisions
Self Control - self discipline and restraint	Competence - Capable and effective	Aesthetic - desire beauty and artistic	Community - connecting with others	Play - fun and spontaneity
Rationality - Logical and clear reasoning	Learning - new ideas and understanding	Achievement - successful completion	Teamwork - co-operation towards common goals	Fairness - respecting others rights
Prosperity - flourishing and well off	Adventure - Challenge and risk taking	Perception of Success - others able to see your progress	Helping - taking care of others	Honesty - sincere and truthfulness
Security - Safe and risk free	Creativity - new ways of doing things, innovation	Materialism - surrounded by nice things	Communication - open exchange of ideas	Courageous - Standing up for your beliefs
Power - control over others	Personal Growth - Continual self learning	Wealth - able to spend freely	Friendship - close on going relationships	peace - inner peace and harmony
Competition - winning over others	Spiritual growth - higher purpose	Admiration - want to be a role model	Sharing - our gifts and talents with others	Tradition - respecting old ways
Resourcefulness - utilise resources wisely	Forgiveness - able to pardon others	Status - perception of importance	Acceptance - of self and others	Respectful - honouring promises and consideration of others

**QUICK ONE** 🖱️ *Personal Leadership is the process of keeping your values and vision ahead of you and aligning your life to be congruent with them - S. Covey*





What did you chose and how do they fall under the headings now present?  
Do they give the right 'message' about you and your company to potential clients.

Remember there is nothing wrong with any particular choice, but aligning your global values with your personal values is vital.

Think about how you translate these very specific values into a more general theme. If you want to promote a positive mindset then values based on Control can turn off potential clients, partners or family members.



## ***Possibility Board - why you need one***

How can you be yourself if you don't know yourself?

You might have heard of vision boards, they are a collection of pictures of things you want; sometimes tangible possessions or simply experiences, and feelings.

A possibility board expands the idea of a vision board to incorporate the idea that there might be something you want, but for which you can't find a suitable picture.

You can still add pictures of what you want - if you can find a suitable picture. If you can't find a picture, you can use a word. Of course, you might find that you are looking for a feeling or a place that you can't describe adequately in words or pictures - so you can create a space on the board for that possibility to arrive.

With your newly illuminated values, your mind will have a clear set of filters with which to explore the outside world. When you identify that you want to be open to new possibilities, your unconscious mind will be able to help. Be ready to notice each time it provides a suggestion, let yourself know why this was a good possibility or not. Re-train your unconscious mind to understand your values the way you have.

You can do this by evaluating a possibility and work out if its really FAB (Feasible, Appropriate, and Brilliant), but that comes later. Why not think of all the possibilities you might want in your life - create your board and notice what happens to your life now...

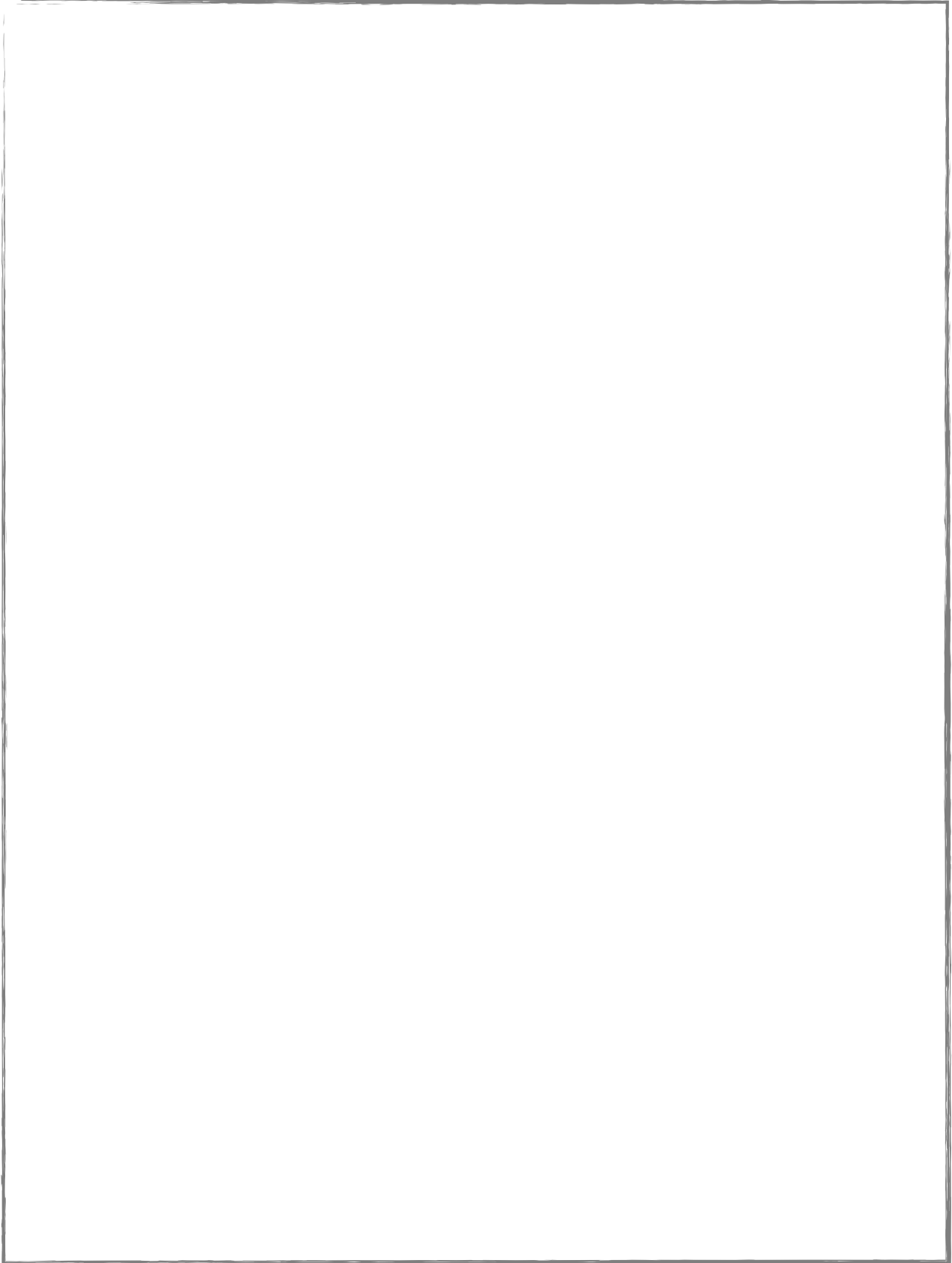


**QUICK ONE** ☞ *it is better to live your own life imperfectly than imitate someone else*

- Elizabeth Gilbert



*Think about trigger words or images you want to include in your Possibility board, draw, write, anything, just get started!*



## ***Mantras and Mediation - retrain your brain***

The values exercises contained in this manual will help you create a framework, even a compass for your life, business plans and ongoing success. Being grateful and utilising the gratitude exercise can help you retrain your brain to a more positive and supportive way of thinking, that compliments and supports the positive work you have just completed.

It is all too easy to focus on what we still have to do, what we want or need, and forget to be grateful for what we already have.

The gratitude exercise is simply and non intrusive. Each morning as you first awake before you get out of bed think about the answers to this question...  
“What are the three things I am grateful for?”

Then each evening the last thing you do before you go to sleep is think ...  
“What are the three things I am grateful for?”

Simple, effective, powerful and easy, not to do. If you want to have a more positive and successful experience of life, then your commitment to this exercise, above all others, is pivotal!

And of course, feel free to list more than three things you are grateful for, you might even decide to get a journal and keep a record.

The gratitude exercise is a variation on a meditation. You are focusing on one thing, that is mediation. It could be said that when you are concentrating on a task at work you are in a form of meditative state. Time seems to alter as you achieve so much, no-one disturbs you. Granted for some this experience is all too infrequent, but that is why the deliberate practise of mediation or as some call it mindfulness is so valuable.

To learn more about meditation and mindfulness I would recommend an excellent book on Practical Mindfulness by Tom Evans. He also offers superb free meditations on an app called Insight Timer, with more than 3 million people having downloaded his meditations.



## ***What will be your three daily mantras?***





## Vicki Wusche

In the last twenty year Vicki has completely redesigned and developed herself from single mother after her unexpected divorce to a successful business owner, author and, thought provocateur and renowned speaker.

Starting while her two daughters were under three years Vicki enrolled at university, progressing through a First Class Honours and then Masters degree to becoming a university lecturer.



It was a chance attendance at a personal development event that really helped her recognise what was limiting her life and that of her daughters. The more she learnt and studied outside the normal realm of thinking, the more she realised that she needed to take personal responsibility for herself and her family. She needed to achieve better goals.

After being made redundant in 2006, Vicki starting investing in property just two years later. Within just five years she had been listed in The Telegraph as one of the UK's Top 25 most influential people in property. She has now written five books and contributed to a further six. She is a frequent speaker at property and business events, and a sought-after guest on international podcasts and shows, delivering thought-provoking, valuable and inspiring content. She is responsible for buying and managing over £12.5m of client's property portfolios.

Vicki passionately believes that everyone wants more control over their lives, their finances and their futures. 2020 gave a lot of people a shock as their income suddenly stopped, dropped or dramatically changed. It also provided people with an opportunity to see what life was like when they did not have to work to earn a wage, A chance to re-evaluate what is really important to them.

Vicki created an ideal life for herself, because of decisions she made, and the goals she set in 2008. Property investment was an excellent strategy giving Vicki and her clients that financial control, so many others lacked. Now with the world coming out of lockdown, Vicki has again been evaluating the opportunities that this dramatic change can offer. She is focused on helping clients create goals, based on their real values, that are adapted to the new opportunities presenting themselves.

When not on holiday scuba diving as her alter-ego The Property Mermaid, or playing with her grandchildren and working in her garden, she manages her own portfolio, and runs 2 businesses; one sourcing property for bespoke clients and the other a training company offering strategic business development, mentoring, and training. She has bought buy-to-lets, HMOs, sourced development deals and help hundreds of small businesses recognise where the profit is in their business.

Check the website for details on where she is speaking next. Listen to her alternative debate on how we can all be more successful and financially secure in the coming decade on the podcast page. More than just a property investment talk, Vicki will encourage you to challenge current business models, work more closely with your local communities and identify new possibilities.





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