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eing a Life Coach means that I have a lot of people come to me for help that are either small business owners or serial entrepreneurs. As such my work can often flit between Life Coaching and Business Coaching within sessions. The fact is that all aspects of our life are inter-dependent and as such dealing with one area to the exclusion of another can stifle progress.

I almost always spend time helping clients not just understand what their core values are as a person, but also how they get in alignment with their values, something that is absolutely critical if somebody wants to live a happy and fulfilling life.

Something I have been doing more of recently is also helping clients understand what their companies core values are. Very often there will be an overlap and a client that values integrity highly personally. will almost always insists that their company adopt the same value. To do otherwise would create a value conflict because it is impossible to believe in integrity at a personal level and then operate a business that doesnâ€™t treat its employees and customers alike with integrity.

On the other hand, there are some more nebulous values such as love and spirituality that tend not to have as much significance in the workplace. Of course they can in certain industries, but they donâ€™t necessarily overlap and it really isnâ€™t a problem.

What can be a problem though is when somebody doesnâ€™t really understand the values of the business they own. This can result in making more decisions that may give short-term benefits but can do long-term harm.

Using the integrity example again, letâ€™s suppose somebody strongly believes that at a personal level, but has never stopped to think of their business values. He or she then gets the chance to make a quick business killing by mis-selling a product or service. Maybe it only requires a tiny white lie, or maybe there is no lie at all, just a a knowing deep down that the customer would be better suited using another product or service.

The process of self justification will kick in and the money may smooth any immediate concerns, but the longer-term ramifications are not good because a slow erosion of undermining his or her own values has started.

However, if the business owner understands their corporate values and knows that integrity is high on that list, he or she can take a step back and realize that no amount of money is worth trampling on them.

A lot of big businesses list their corporate values on their website, but how many actually practice them? By guess would be a small minority and in some ways the bigger business the harder it is to do that. If you work for yourself, or have a business that just employes a handful of people you are in a brilliant position to align with your companies core values.

However, you have to know what they are first. Do you know what your company values are? If not, what are you going to do about it?

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