

How to Create a Values-Based Career

Toolbox Teleclass Transcription

By Debra Russell



Professional Program

**Track 5: Be the Captain of Your Career: The
Artist As Business Owner, Leader and
Entrepreneur**



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INTRODUCTION – WHAT WE'RE COVERING

Welcome to the February 2008 Toolbox Teleclass, How to Create A Values-Based Business.

So, has anyone else joined us that want to say hello?

Okay, alright so what we're covering tonight is:

WHAT VALUES ARE, WHAT THEY DO AND WHY DO WE CARE

We're going to be covering what values are, what they do, and why do we care.

HOW TO DETERMINE WHAT YOUR VALUES ARE CURRENTLY

We're going to be talking about how to determine what your values are currently.

HOW TO CHOOSE YOUR VALUES CONSCIOUSLY AND INTENTIONALLY

And also how to choose your values consciously and intentionally.

DISCLAIMER – THE TOPIC OF VALUES CAN BE TOUCHY AND INFLAMMATORY.

Now tonight's topic, this is the disclaimer's portion of our call, tonight's topic can be touchy and inflammatory;

BECAUSE VALUES UNDERLIE OUR BELIEFS, EXAMINING OR CHALLENGING THOSE VALUES CAN BE UNCOMFORTABLE.

Because our values underlie our beliefs and examining or challenging those values can be uncomfortable.

IT CAN SEEM LIKE I'M CHALLENGING YOUR DEEPLY HELD BELIEFS OR EVEN YOUR RELIGIOUS BELIEFS. DON'T WORRY – I AM.

And it may seem to you like I'm challenging your deeply held beliefs or even perhaps your religious beliefs. So I want you to, you know, don't worry – I am.

DEBATING WHICH VALUES ARE RIGHT AND WHICH VALUES ARE WRONG IS NOT THE TOPIC OF THIS CLASS. WE'RE NOT HERE TO TALK ABOUT GOOD AND EVIL.

Debating which values are right and which values are wrong is not the topic of this class. We're not here to talk about good and evil. We're not here to talk about the devil of the entertainment industry and how bad it is. It's not what we're here for, okay?

IF YOU FEEL YOURSELF GETTING HOOKED EMOTIONALLY – SEE IF YOU CAN SET ASIDE THOSE EMOTIONS FOR NOW. REMEMBER, I CAN'T MAKE YOU THINK, BELIEVE OR DO ANYTHING YOU DON'T CHOOSE TO THINK, BELIEVE OR DO.



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So I want you to just be conscious and if you feel yourself getting hooked emotionally, if you feel yourself starting to get upset or angry or confused, just take a deep breath and allow yourself to set those emotions aside so that you can just hear what there is here for you.

Just remember, I cannot force you to think, believe or do anything that you don't choose to think, believe or do.

So if I'm challenging your values or your beliefs, so what? I don't have that power to change your values, unless you give me that power. So I'm not asking you to.

WHAT ARE VALUES – REALLY?

So, alright, let's get jump right in. So first of all, let's get really clear about what values are. Really because, boy, in this day and age that word gets batted about. People use that word in politics, on the news. You hear talks about values in schools. Values this, values that.

DEFINITION

What is the definition of values?

VALUES, SOCIOLOGY. THE IDEALS, CUSTOMS, INSTITUTIONS, ETC., OF A SOCIETY TOWARD WHICH THE PEOPLE OF THE GROUP HAVE AN AFFECTIVE REGARD. THESE VALUES MAY BE POSITIVE, AS CLEANLINESS, FREEDOM, OR EDUCATION, OR NEGATIVE, AS CRUELTY, CRIME, OR BLASPHEMY.

So first of all, values in the world of sociology are the "*Ideals, customs, institutions, etc., of a society toward which the people of the group have an affective regard,*" and what they mean by an affective regard meaning an emotional regard. "*These values may be positive, as cleanliness, freedom or education, or negative, as cruelty, crime or blasphemy.*" I thought it was very interesting the examples they chose to use as negative or positive.

ANY OBJECT OR QUALITY DESIRABLE AS A MEANS OR AS AN END IN ITSELF.

Another definition I found is "*any object or quality desirable as a means or as an end in itself.*" I thought that was an interesting definition of value.

A PRINCIPLE, STANDARD, OR QUALITY CONSIDERED WORTHWHILE OR DESIRABLE:

Also, "*a principle, standard or quality considered worthwhile or desirable.*"

BELIEFS OF A PERSON OR SOCIAL GROUP IN WHICH THEY HAVE AN EMOTIONAL INVESTMENT (EITHER FOR OR AGAINST SOMETHING);

And finally, "*the belief of a person or social group in which they have an emotional investment (either for or against something);*



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So really what we're saying is that values are the belief that you hold as important, that you have an emotional investment in. And this is, of course, why I decided to have a disclaimer on tonight's call, because this is an emotional issue for many people and I got some interesting email as a result of my newsletter this month around values. Pushed a few people's buttons. It's kind of fun. Of course, you know, I am a trouble-maker at heart.

DISTINCTION – VALUES, MORALS, ETHICS

So now that we've talked about what values are, I want to just also make a bit of a distinction between values, morals, and ethics, because very often, those words are used interchangeably.

MORALS: OF, PERTAINING TO, OR CONCERNED WITH THE PRINCIPLES OR RULES OF RIGHT CONDUCT OR THE DISTINCTION BETWEEN RIGHT AND WRONG

With morals, we're talking about...and this is again from the Dictionary, "*Of, pertaining to, or concerned with the principles or rules of right conduct or the distinction between right and wrong.*"

MORALS, PRINCIPLES OR HABITS WITH RESPECT TO RIGHT OR WRONG CONDUCT.

So the difference between values and morals is that morals has to do with right or wrong conduct. Values has to do with things that we believe are important.

ETHICS: THAT BRANCH OF PHILOSOPHY DEALING WITH VALUES RELATING TO HUMAN CONDUCT, WITH RESPECT TO THE RIGHTNESS AND WRONGNESS OF CERTAIN ACTIONS AND TO THE GOODNESS AND BADNESS OF THE MOTIVES AND ENDS OF SUCH ACTIONS.
And ethics is "*that branch of philosophy that deals with values relating to human conduct, with respect to the rightness and wrongness of certain action, and to the goodness and badness of the motives and ends of such actions.*"

So we're talking about some pretty heavy-duty stuff here, but I think that when we talk about values, the definition that is most useful for our work together is what you believe is important and how you behave that shows what you believe is important.

HOW DO YOU CREATE A VALUES-CENTERED LIFE AND BUSINESS – FROM THE INSIDE OUT!
So how do you create a values-centered life and business from the inside out?

THE FUNDAMENTAL TRUTH IS THAT YOU ALWAYS ARE – THE LIFE AND EXPERIENCE YOU ARE CREATING IN EVERY MOMENT IS FUNDAMENTALLY A RESULT OF WHAT YOU VALUE.

The fundamental truth is that you already are. You always are. The life and experience you are creating in every moment is fundamentally a result of what you value and how your



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behavior reflects what you value, which of course, then leads to results, which is how you design your business. It's all of that right?

SO, HOW DO YOU CHANGE YOUR LIFE? CHANGE WHAT YOU VALUE.
So how do you change your life? Change what you value.

YOU SAY TOMATO, I SAY TOMATO.... HOW DO YOU HANDLE OTHER PEOPLE'S VALUES?

And the last piece I want to talk about with regard to this is, you know, values. How do you handle other people's values when they differ from yours? In other words, you say tomato. I say tomahto, right?

SURVIVING IN A VALUE-LESS, SOUL-SUCKING INDUSTRY?

I got an email, a blog, someone blogged about my newsletter and talked about how she was trying to deal with the fact that she was surviving in a value-less, soul-sucking industry.

I thought that language was really interesting, because it's not that the industry that she's referring to is value-less, it's that she has disagreements with what she perceive are their values.

And I think that that's a very dangerous thing to do, and it's very commonly done, which is to look at someone's values that you disagree with and deny their existence, denigrate them, decide that they are worthless or their values are worthless, which is basically to say that that human being is worthless because their values are what's important to them. So if you decide that what's important to them is value-less, then so are they on some level.

If you are looking at being involved in an industry that you feel--whose values you feel so oppose to yours, you're kidding yourself, because you would not choose to be involved in the industry if there were not some level in which you want or it is important to you to have what that industry offers.

YOUR JUDGMENTS ABOUT OTHER PEOPLE'S VALUES MAY BE DESTROYING YOUR ABILITY TO CREATE A SUCCESSFUL AND SUSTAINABLE BUSINESS.

So just you know, be conscious. Be aware, because your judgments about other people's values may well be destroying your ability to create a successful and sustainable business, right? Because if you say that there's no value there, there's no justification there, then you will never create success there.

Because if you did, you would be denying the value of your own values, your own beliefs, the things that are important to you and you won't do that. You just won't.

Really important that you get honest with yourself about this stuff and just get conscious and aware of how this may be undermining your ability to be successful.



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Argument with someone about Bob Dylan selling a song to an auto manufacturing for a commercial...

I had an argument actually with my assistant about, you know, how Bob Dylan sold his song to an auto manufacturing company for a commercial. I don't even remember which commercial or which song. It doesn't really matter. I think it was *Rolling Stone* or something.

It doesn't matter, because so what? He sold a song. I know many of you will be absolutely thrilled if you sold a song or a piece of artwork for the kind of money he sold that song for.

And yet if you're looking at that as a fall-out, you could see how that value-judgment might get in your way of doing what you say you want to do in your business. So I just...that's all I really want to say about it. I don't want to spend too much time on it. I just think it's important to get conscious and aware of how your values and your beliefs may be showing up in your world.

DETERMINING WHAT YOUR VALUES ARE – REALLY!

So the next thing I want to talk with you about is how do you determine what your values are—really? I've had this conversation with quite a few people and it's really interesting when I ask the question, “What are your values?” how many people have a hard time putting it into language.

And I think it's because so much of it is unconscious, but I think it's also because we don't really know what that means, like what does that really mean? Does that mean our religious belief? Does that mean our...you know, like what does it really mean?

So what I'd like to do with you is actually do a little exercise. So hopefully you're in a place where you have a pen and a piece of paper and you can focus on this exercise or if you're not, feel free to download the call and listen to it later when you are in a place where you can, you know, where you can do this process.

WHY DO WE CARE? BECAUSE OUR BEHAVIOR IS DETERMINED BY OUR CHOICES AND OUR CHOICES ARE LARGELY DETERMINED BY OUR UNCONSCIOUS BELIEFS – WHAT WE REALLY THINK IS IMPORTANT.

But let's talk about what this is before I get it to this process. Why do we care? Why do we care what are values are? Why is that important? Does anyone want to say why they think it's important?

Robert: Am I muted?

Debra: No, I can hear you.



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Robert: Oh good. Well, I think our values is so much of who we are and how we relate to the world around us.

Debra: Okay, and so why is that important?

Robert: Why is it important in the general sense?

Debra: No, why is it important for you to know what they are?

Robert: To know what my values are? Because it helps somewhat governs how I interact with people.

Debra: So if you can get conscious about your values, how does that serve you?

Robert: If I can get conscious about my values, it helps guide what I actually do, say, and do.

Debra: Excellent. So you, if you're conscious of your values, then you have more conscious choice right about what you say and do, absolutely.

Robert: Yeah.

Debra: Thanks, thanks Robert. Because you know, our behavior exactly is determined by our choices, and our choices are largely determined by our beliefs, most of which are unconscious, and those beliefs about what we really think is important. So, the more conscious we are, the more choices we have.

So you know, so many of you guys are here because you want to change something in your life. You want to change something in your business with art. You want to have an impact on the world. That's why you're an artist to begin with, right?

HOW DO YOU CHANGE YOUR LIFE? CHANGE YOUR BEHAVIOR? BY CHANGING WHAT YOU CHOOSE TO FOCUS ON – WHAT YOU BELIEVE – WHAT YOU VALUE.

So how do you change your life? Well, you change your behavior. But how do you change your behavior? You change your behavior by changing what you choose to focus on, and what you choose to focus on is determined by what you value, by what's important to you.

So let's do this little exercise. Everybody ready? Pen, paper, ready to do some thinking here.

BRAINSTORM THE LIST OF WHAT'S IMPORTANT TO YOU

The first thing I want you to do is to create a list of what's important to you. So just start brainstorming that list.



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WHAT IS IMPORTANT TO ME?

What is important to you?

WHAT ELSE IS IMPORTANT TO ME?

What else is important to you? Great, what else is important to you?

Good, anything else? What else is important to you? You can come up with the top 10 things you think are most important to you that you most value.

And by the way, I'm not just being quiet so that you can write because the recording will turn off if I am quiet. So, if there's no sound on the call the recording will turn itself off.

So great, does anyone else need more time?

Robert: Yes.

Debra: Okay, so great. What else is important to you?

By the way, there are no wrong answers to this question. I can give you another 30 seconds, what else is important to you?

Great.

So I'd like you to start extending that list, and I have some questions that might help you with that process.

INFORM THAT LIST BASED ON YOUR DAY-TO-DAY ACTIVITIES

You want to inform this list of your values based on what you do, how you spent your time, because this is a really key-indication of what's important to you.

HOW AM I SPENDING MY TIME AND WHAT VALUE DOES THAT EXPRESS?

So how are you spending your time and what does that say about what's important to you? How well are you spending your time? What other activities are really important to you?

HOW AM I SPENDING MY TIME AT WORK?

How are you spending your time when you are at work, at your job? What does that say about what's important to you? How does that express your values?

HOW AM I SPENDING MY TIME WITH REGARD TO FAMILY AND FRIENDS?

How are you spending your time with regard to family and friends and what can that tell you about your values?



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WHAT ARE MY SELF-CARE HABITS?

How do you treat yourself? What are your self-care habits? What does that tell you about what's important to you?

HOW DO I TREAT OTHERS?

How do you treat others?

HOW DO I ALLOW OTHERS TO TREAT ME? AND WHAT DOES THAT TELL ME IS IMPORTANT TO ME?

How do you allow others to treat you? And what does that tell you about what's important to you?

PRIORITIZE THAT LIST BY WHAT IS TRUE NOW – BASED ON YOUR ACTIONS AND CHOICES, WHAT IS YOUR HIGHEST PRIORITY VALUE NOW?

Okay, so now what you want to do is take an honest look at that list. When you add in the values that are being expressed by the choices you make on a day-to-day basis, what are you noticing about your values? And are they really what you think they are or is there a gap between what you wish your values were and how you behave that shows you what your values are?

If you had to look at that list based on the amount of time and energy you spent, what is your highest priority value now?

Does anyone want to share about what they're seeing from this process?

Robert: Well, I would say that values that I wrote about have to do with making a better world and honest communication and living decently and joyfully...

Debra: Great. Well, what I'd like to ask is did you have any realizations, any surprises in that?

Robert: Well, I would say that, you know, when I look at this spending time saying, you know, partly because I didn't going through a transformation on a living front and earning front, spending more time than I would like, you know, trying to deal with the transformation of making an income.

Debra: And so what does that tell you about your values? Beware...and , what you were just talking about...beware of the trap of thinking that your circumstances are why you're doing what you're doing. The only reason why you're doing what you're doing is because of what you value. Now, you may value having an income?

Robert: Yes.



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Debra: And that's completely okay.

Robert: Right. Exactly. I'm thinking more precedence than I would like it to be at this time.

Debra: Okay. Anyone else want to share what they saw?

Some people may be on mute. So take yourself off mute. We have a little discussion about this. Okay, anyone else want to share?

One of the things that I noticed when I did this exercise, which I did a couple of weeks ago, you know. I have a guilty pleasure. I like watching TV and I used to say, "Well, you know, I don't really value that."

But the truth is I really value it. I like watching TV. And what I noticed in myself in doing this process is how much I was judging my own values and making myself wrong for valuing just sitting and vegging out and watching TV.

Now I wouldn't put that on, you know, that's not high up on the level where I spend my time. There are other things that I value more. But the thing that was interesting for me wasn't that I was valuing watching TV with that hell harsh. I was with myself about it and the judgments that I had around it. So that was a very interesting realization for me, and it's what's really critical about this is just not...do not judge. It just is what it is. There's no right or wrong here. Okay?

So, we're going to move on.

What we want to do next is if you are not having the outcome in your life that you want, and you are looking to shift the focus of those outcomes, so that they are more in line with what you're trying to create, what you want to create in your life, what you desire, then starting with what you value, and shifting the focus of what you value can make a huge impact in actually a very short amount of time on the outcome.

CREATE YOUR VISION OF YOUR VALUES

So the next step in this process, now that we've gotten clear about what you're current behavior is showing of what you've valued and what, you know, currently are putting your energy and focus on in your values, is to create a vision of your values—the values that you are building towards, right? Where you are going with this process?

BRAINSTORMING A LIST OF THE HIGHEST VALUES

So I want you to brainstorm now a new list, and this is a list of your highest values.



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Now some of the values that were on your original list may absolutely translate over and hopefully they do. Some of the values on your list that you thought were your values, but then when you really look at how you spend your time and energy may be not as much. You definitely want to make sure those values are on here.

Be conscious of the “should.” You know, the moral or the societally-imposed value. Not that they're necessarily right or wrong, but that they are, whether or not, you are actually choosing them or whether or not you think you should have this as a value, because there's no "shoulds" allowed in your vision. Your vision is only what you truly desire, okay?

THINK OF YOUR HEROES – WHAT ARE THEIR VALUES?

So go ahead and start brainstorming your ideal values, and one of the ways to think about this is to think of who your heroes are. Who are the people who are living the life you desire to live whether they are in the public eye or in your personal life? Think of them and ask yourself, “What are their values?”

What do you think is important to them on a daily basis?

How do your heroes spend their time and what values does that express?

What values are they expressing through their work, which is probably the most visible way if they're expressing their value?

How do your heroes spend their time at work? How did they treat people around them in their work environment? And what does that tell you about their values?

How did they take care of themselves and what values does that express?

Now once you've created...actually another way to build on that list is to think about the people who are most successful in the world, that are living the kind of life that you wish for yourself, that are making the kind of impact in the world that you wish to make.

WHAT ARE THE “SUCCESS PRINCIPLES” THAT YOU VALUE?

What are the "success principles" that they have followed to get them to where they are? And what values does that express?

What are some of the success habits that you've wanted to bring into your life? What is the value in that? What other success values do you feel they're using and had led them to their success?

Now obviously this is a list that is somewhat dependent on your observational powers, because you know, unless you can like have an informational interview with them and really ask them, “What are your values? What is important to you? How do you spend your time?”



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So to some degree you're using your imagination on this, but you can also do some research. Read biographies. You know, always a bit of grain of salt because who really knows.

Read biographies or autobiographies, you know. Those kinds of things will help you to determine, but what you want to really do with this concept is to look at what they do and then really kind of dig underneath that, and what does that say about what's important to them?

MAKE AND PRIORITIZE YOUR MASTER LIST

And once you get this list, and I'm not expecting you will complete it in this call, because they're, you know, it's hard to do that without some quiet time to really sit down and reflect. What you want to do is prioritize this list of your vision of the values you choose and create.

And prioritize by, you know, which is the biggest value? Which is the value that is the most important thing to you? Which is the next most important thing to you? Because obviously, it wouldn't be on this list if it weren't important, right?

But to make a priority list, and then you want to take your first list of where you are now and your vision list and really just be honest with yourself. I think you're going to get clear on what it is that's missing for you or that's not working or that needs more attention and focus on reasons it needs to be up on that priority list.

WHICH OF THE LIST OF YOUR CURRENT VALUES DO YOU WANT TO EMPOWER?

So which of your current values, from that first list, do you want to strengthen? Do you want to empower? Do you want to put more energy and focus on?

And which of those values do you feel you would like to transform? Which do you think are working against you or dis-empowering or sabotaging your success?

ADD INTO THIS LIST THE VALUES FROM YOUR HERO'S THAT YOU WISH TO INCORPORATE INTO YOUR LIFE

Take the list of your current values that you want to empower and transpose it on to the values of your vision, and start focusing on that list, because the thing about values is that they are our deepest health belief, which usually means that the majority of them were installed before the age of 6 months.

So to try and get rid of these values that have been, you know, were installed a long, long time ago and have had a lot of energy and focus to embed themselves in your life, it's not necessarily the most effective way to approach this, because what you focus on increases.

So if you focus on what you're intending to create, if you focus on what you choose to give power, what you choose to make importance, the other stuff is going to just drop away, but if you try and get rid of that stuff because it's bad, all you really do is empowering. All you really do is dig it a deeper trench. Is that clear to everybody?



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So finally this is a process, and then I really would love to open it up to take a look at some specifics about “*Okay, I want to build this value. What can I do?*” kind of conversation. So if you are on mute definitely take yourself off mute, because we're going to be doing a bit more interaction here.

CHOOSING THE VALUES YOU WILL LIVE BY, NOW

THIS IS A PROCESS. CHANGING VALUES HAPPENS OVER TIME AND IS CREATED BY THOUSANDS AND THOUSANDS OF DECISIONS, CHOICES, AND ACTIONS EACH AND EVERY DAY

The thing to remember is that this is a process. Changing values happens overtime. Changing your values and what your values are are created by thousands and thousands and thousands of visions and choices and action—each and every moment of each and every day.

The thing that a lot of my clients are completely surprised by is how a small change can really make an enormous difference about how they feel about themselves, and that's because a small change can really deeply impact which values you're empowering.

So for example, changing your focus on a day-to-day basis from putting attention on what you don't have yet to putting attention to what you're grateful for is shifting a value-focus from what you lack to valuing what you have.

In shifting valuing what is missing from your life, so you're actually putting value on what's missing, to putting value on what you have and the abundance that's already there, and a simple little change like that can have an absolutely profound impact on how you feel just in a moment. Let alone on how your day goes, and you know, what things start to flow towards you, because if you're valuing what's missing, then what's going to flow towards you is more missing. You're going to be missing, missing, missing. Does that make sense to you guys?

Robert: Yep.

TAKING ACTION TODAY

Debra: So I want to talk a little bit about what action you can take today, tonight or tomorrow to begin to empower the values you are choosing to empower.



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CREATE A TIME MAP THAT REFLECTS THE VALUES YOU CHOOSE

So first of all, create a time map that actually reflects the values you choose, actually block it out in physical time to spend energy, focus, and time on the things that you value or that you're choosing to value, and then compare it to how you're actually living your life now.

And notice, ask yourself the following question:

HOW FAR DIFFERENT IS IT FROM THE SCHEDULE YOU'RE CURRENTLY KEEPING

How different is it from the schedule you're currently keeping? Like on the scale on 1 to 10, like 10 being "You know I'm living my values all the time" to 1 "God, there is no reflection of my values in how I spending my time."

So how far different is it?

WHAT ARE YOU ALREADY DOING THAT IS WORKING?

Next question is what are you already doing that's working? What are you already doing on a day-to-day basis that truly reflects your value?

WHAT OBSTACLES DO YOU BELIEVE ARE IN YOUR WAY OF LIVING FROM YOUR ENVISIONED VALUES?

The next question is what obstacles do you believe are in your way of living from your envisioned values?

HOW CAN YOU THINK ABOUT THESE CIRCUMSTANCES THAT WILL ENABLE YOU TO BE TRUE TO YOUR VALUES? HOW CAN YOU BE AT CAUSE?

And finally, how can you think about these circumstances in a way that enables you to be true to your value?

Robert: Can you say that once again?

Debra: Yeah. How can you think about... So the last question was what obstacles are in your way, right? Of fully living your envisioned values today?

And how can you think about these circumstances or these obstacles in a way that will enable you to be true to your values today? How can you reframe those things? Or an even bigger and deeper question is how can you be at cause in your circumstances? How can you be 100% responsible for your life as it stands now? Because that's the truth, and it's only from there that you really can begin to build your values.

So great.

So, who wants to share or get some support around these questions or this values thing?



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Vicky: This is Vicky.

Debra: Hey Vic.

Vicky: Hi. I could use some support around when I will...or some understanding or clarity. I am aware that I'm focusing on possibly what I don't have, and when I become aware of it, then I am grateful. I don't know that that's changed. Grateful for what I have, and I wonder if you can... I don't know.

Debra: So, one of the things around, and it's a really good question. One of the things that I've been learning in my work with the Chris Howard stuff (which I wrote a little bit about in the newsletter and probably would be working on a lot more and bringing to these calls and stuff) is the idea of aligning all of you with the shift in focus, meaning it's not just your thoughts, but it's your sensory experience and your emotional experience.

So it's your...what you see, what you taste, what you smell, what you hear, what you feel physically, and what you feel emotionally, and what you hear in your own head.

And what I'd like you to check in on is are you actually being grateful with all of you or are you just saying grateful things in your head or with your mouth? Or are you just touching it with your fingers and feeling grateful there, but in your head you're thinking, "Yeah, this is good, but what I really want ..."

Vicky: So, what do you do with that voice that says, "Yeah, but what I really want...?"

Debra: Well that's an area in which you are not truly being grateful, right?

Vicky: Right.

Debra: So, I would start with asking the question how is this what I really want? How am I owning this result?

I think a lot of times when we look at something, and we say, "Well, yeah, but what I...this is yeah, okay. This is okay, but what I really want is that." There's a part of us that's just not really owning that, yeah, but this is what I created and being honest about.

And that's what I mean when I say 100% responsible for your outcome. This is what you created. So, saying it's not what you want, there's a fundamental lie in there. Does that make sense?

Vicky: Yes. I still feel like there's a part that's like, even if you feel that you can see that part that's holding you back, it's elusive. That little part is elusive, and it's still demanding, frustrated, and like so, I guess...



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Debra: ...and who is that little part?

Vicky: The...who is the little part?

Debra: Who is it? And I'm not talking about like, you know, whose voices or anything you know like from a psychotherapy point, but really who is that? Is that you?

Vicky: Yeah.

Debra: Okay. So, are you choosing that?

Vicky: Yes, but not necessarily consciously.

Debra: Right and that's my point, because the part of you that's denying that you're choosing it is we're the match. That's what the lie is. When you hear that little voice, you have to say to yourself, "Wow, in this moment, I'm actually choosing to focus on what I don't have." And just own it and then choose differently. The only thing I have to say about it is practice, practice, practice.

It's a process, right? Created by thousands and thousands (I'm going to say it again), by thousands and thousands of decisions, choices, and actions each and every moment of each and every day.

So, you know, just keep choosing it and noticing it in your body where it doesn't feel aligned and checking in with that. Find out what that's trying to tell you, and just explore where you're out of, you're kind of just toying with it. Does that make sense? And own those parts too.

Vicky: Okay.

Debra: Cool. Who else wants some coaching?

Steven, are you still there, from Florida? I heard someone dropout.

Alright.

Well, the essence of all of this is being 100% at choice. 100% responsible for what you're choosing, right. This is the essence of what I was saying to Vicki, but really the essence of choosing your values consciously and intentionally is saying, "Okay, I'm in-charge. I make the choices. I am the captain of this ship," and part of being a successful captain of any ship is also creating alignment with all of your... you know, your first mate and their assistant and all of the other crew members, right? You were on a ship because it's them that make things happen, right?



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So you know, beating yourself up over the head will probably lead to a mutiny. I'm having these bad thoughts. I don't want these thoughts, you know, that actually generally tend to enforce a power in them.

But if you can just say, "Well, what value is this expressing? And what is that...how am I putting focus and energy on that? And what would I like to choose instead? And how can I get the rest of me to play with that?"

So when I'm watching TV and enjoying myself watching TV, and it's time to get back to work like to be on this call with you guys after I finished my dinner, you know, part of me was like "Ah, the heck with them. I'm just going to watch TV. I really don't want to move. This feels good."

And the only way that I can get myself to come along and be present on this call with you guys is to remind myself—all aspects of myself (it's little bit schizophrenic, but you know what I mean), that why I'm doing this? Why is this important to me? What values that are really truly my values am I expressing by taking this action, even when I'm resisting it?

A lot of it is really just remembering and getting back in-touch with why you're doing what you're doing. What's important about it, okay?

Robert: ...values seem to be a somewhat certain comfort.

Debra: Well, that not unusual, and I don't necessarily think that there's any...like there's any, you know, right solution to that like, "Oh, all your values must be in line."

Well, no. It's really more a question of proportion. You know, I value highly nutritious and delicious food. I also value chocolate.

Robert: Chocolates are good food. Don't put that on chocolate.

Debra: My point is, I'm going to put 95% of my energy and focus on highly nutritious and delicious food and 5% of my focus on chocolates.

You know, it's not...looking at your values in conflict, I think it's begging the question of what are you choosing to make important and how important is it? And where people get in trouble I think is that they lie to themselves about how important is it.

And you know, I'm not like the type that they're bad or wrong. It just is how we live, you know, it's how our brain functions. We protect ourselves from these ugly truths, you know.

I've worked with clients who came to the table saying, "I want change. I want change." And when push came to shove, they valued their comfort. They valued their safety more than they valued change.



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And that's okay; just be honest about it, you know, and if it's not okay with you, then change your focus. You know, I value safety. I value comfort. I value change more. I value my own growth more, just a question of degrees. Does that make sense, Robert?

Robert: It makes the difference.

Debra: Yeah. And you don't have to change it all at once. In fact, I recommend against it, because what tends to happen when people try to change too much, too fast...by the way, one of the reasons why New Year's resolutions very often fail is because people try to change too much, too fast...is that they have a reflexive boomerang effect. It's why people yo-yo diet, you know.

The way we refer to it is the stretch effect, when you are physically stretching your body, when you go into the stretch if you hold that stretch long enough at a certain point the muscle will contract against the stretch as a self-protective measure.

Now if you allow it to contract and come out of the stretch, the stretch is not going to be as effective, because you won't maintain that flexibility and if you push deeper against that contraction you can actually really do serious damage to your muscle, I recommend against that.

But if you just hold the stretch exactly where it is, breathe, and let yourself feel the discomfort of the contraction and not try to change it, just breathe, the muscle is going to relax, and then you can go deeper into the stretch.

And it's a really beautiful metaphor for how people experience change in their lives. They're going to change, and then you're going to get to a point of change where it's just as like, "Oh, this is too much. I have to go back to the way I was because this is scary and uncomfortable," and if you can just stay in that moment and breathe, you will relax around that change and once that change actually becomes comfortable, then you can go further and deeper with the change. Do you guys get that metaphor and how that really...

Robert: Boom!

Debra: Yeah, I've seen it over and over and over again with clients, because they just try to do and very often, because they're excited, and you know, this stuff feels good and let me do a lot more of it. And then what happens is that they don't maintain, because they just try to do too much too fast.

So you know, tortoise man. Slow and steady, and just let yourself kind of just breathe in the discomfort until it stops being uncomfortable, and it will. I promise.

WHAT'S ONE PIECE THAT YOU CAN INSTALL INTO YOUR DAILY OR WEEKLY SCHEDULE THAT WILL MOVE YOU IN THE DIRECTION OF THIS VISION?



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Okay, well what I'd like to do is get complete. So what I'd like to ask is what key thing are you taking away from tonight's call and what's one action, one thing, one piece that you will install in your daily or weekly schedule that will move you in the direction of your values vision?

Who wants to share?

Robert: Well, I would say that the most important thing that I'll take away and that I'll do is actually sit, try to answer the questions that you post, and think it through and try to get a better hand on what my actual values are, and you know, how they compare to what's going on in my life.

Debra: Excellent.

Robert: I mean it sounds sort of tripe, because it's what we just said, but like we spent the whole hour doing, but it's...

Debra: ...it takes some quiet time.

Robert: Yes. Exactly. Take the time to do it, you know, that's boring.

Debra: When will you do that?

Robert: Not later than tomorrow night.

Debra: Excellent. Cool. Shoot an email to the group. Let us know how you do.

Robert: Okay.

Debra: Anyone else want to share? I heard another call or dropout, so I don't know how many people are around on the call. Anyone else with us who wants to share?

Alright, well, very cool.

I did send an email out this week about Timing and Scheduling, and every thing that came back was like Wednesday night was the most voted against night, so this may be our last one call. I don't know.

But if you have not yet, if you're listening to the recording of this call, and you have not yet answered that question of what days and evening times are best for you, please do so. And I'm also going to send that out to the membership Yahoo group, so that it's in the file for everybody.



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Robert: I have a quick few questions. Maybe once you get more of a consensus that you said in another email out, like the first one you sent out, say here's what people are coming up with, which way do you lean?

Debra: Yeah, yeah. Well, I'm actually...what I also am going to do is make that a part of when someone's signs up for the membership, new, fresh. They're going to get that email too. So I will have continuous feedback on what days and nights and times were best for people.

So alrighty, great call. You should by now have received the schedule for March. I have not yet picked our topic for the Toolbox Teleclass for March. So if you guys have any suggestions, please shoot me an email or let me know what topics you'd like me to focus on.

The call, the next Q&A call is Tuesday night, March 11th, at 6 o'clock, and the Toolbox Teleclass call will be Thursday night, March 27th.

Alright, have a great couple of weeks and we'll see you guys soon.

Be well.

Robert: Thank you.

Caller: Thank you.