

The Limitless Experience Podcast
Creating a values led company
Transcript

Suzy: [\(00:03\)](#)

It's always been about, there is a misalignment with the work that you are doing or how you're showing up, with the values of the company. And because everybody has to rate themselves, it becomes really obvious to that person when there is a misalignment.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

[\(01:10\)](#)

Hello hello hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I want to talk to you about something that I don't necessarily hear a lot of business owners speaking about, in the online world. I definitely hear it in the offline world. And I think that even when I do hear it in the online world, I don't think as much weight is added to this as it really gets to be. So this is a conversation about company values and the things that you find important as an organization and the things that you want to live by as an organization. I think that frequently we do our own personal values. And I think that that is super helpful. My number one value is freedom and has been for many, many years, hence the limitless life and the freedom experience and all of that good stuff. And our personal values are different from our company values. So in my company, we have four values. The first one is love. The second one is excellence.

[\(02:31\)](#)

The third one is results. And the fourth one is contribution. And these values are at the core of everything that we do. And the question that I ask at every single monthly and quarterly team meeting is for us to score ourselves against our values. This is a really powerful exercise to remind people about what we are about. And it's also an opportunity for us to investigate what does living these values in practice look like? And it also gives us an opportunity to look at what do these values mean to us as individuals. And it's really interesting what happens when you consistently have to come back, or not have to, you consistently get to come back to your values and ask yourself, are you living into them? I think one of the most interesting ones for us and for me has been love. And what does that actually mean to us as a company? What does leading with love mean? And actually it means a variety of things. It means leading with an open heart, it means caring. It means caring about

the clients. It means caring about us as a team. It also means holding boundaries. It means being consistent. It means holding people accountable to the commitments that they make to themselves. It means us being accountable to the commitments that we make to our clients. It's that real acknowledgement that when we pick a word like love that it's really easy to sometimes feel like love is the fluffy

[\(04:27\)](#)

Yay, heart roses and unicorn horns. You know, what does love look like in a tough coaching call, where a client comes to the table completely with their barriers up feeling blocked, feeling stuck, looking for somebody to blame. What does love look like in that situation? And so having these four values and looking at them in various different scenarios and situations and rating yourself against them and noticing where other people are showing up, fully in embodiment of the values, is so helpful. The other thing that is really helpful with values and I've found it so, it's created so much ease in the business when it comes to identifying is this person the right fit for the team is that you simply get to score somebody in terms of their performance, in alignment with the values and what I have found when anybody has not been the perfect fit for the team, it's never been about them not being a good person.

[\(05:38\)](#)

It's never been about me not liking them or team members not liking them. It's always been about, there is a misalignment with the work that you are doing or how you're showing up with the values of the company. And because everybody has to rate themselves, it becomes really obvious to that person when there is a misalignment. And so it makes any separation, it makes any conversation around a person not being a good fit so much easier because you have this value scorecard. And as long as you're living into them, as long as you are continuously reminding yourself and the team. So you have those regular check-in points of what does this value mean to us? How are we showing up in it? What does it get to look like in this situation, that situation, this situation, you start to build a culture and that culture is really cohesive around the values that you've said that were important to you.

[\(06:46\)](#)

So if you are just starting out and this is just you, I encourage you at least once a month to sit down and check in against your own values. And then when it comes to bringing on people into your team, even if you're bringing them on a, on a part-time basis, make sure you're leading with the company values, make sure that they understand what it means to be a part of your team from a value perspective, as well as a skill set perspective. And you can very quickly feel into the energy of a person in your interview to work out whether they're going to be a great fit or not. And then finally, for those of you who are ready to take the plunge into bringing on your first full-time person or having somebody who is doing significantly more hours for you, this is something that you should be checking in with together.

[\(07:44\)](#)

Like I say, on at least a monthly basis, so that you know that you are both on the same page, you're on the same track when it comes to building a legacy business, you know, when it comes to really owning your founder status, and most importantly, over and above your status, creating a company that is really doing the things that you desire it to do in the world. Right, I hope that this is useful. Hit me up on the gram if you loved it. And in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles