

An Expression of Your Core Values

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You know you are on the road to success if you would do your job, and not be paid for it. ~Oprah Winfrey

If you are a grown, independent adult, chances are you need to earn a steady income in order to meet your needs. Of this, let there be no doubt... each of us is in business to earn money!

However, I believe that if a person will put his or her mind to it, any of us may find a way to turn what it is we're doing

into a passionate pursuit, so that we may come to the place where we, like Oprah, would do our job/business even if we weren't being paid for it. If you're not currently at that place in your business, or if you would simply like to further develop that feeling... read on!

The secret to creating the life of your dreams, and turning your daily job from an obligation to a passionate quest lies firmly in the development, awareness and congruency of your values in relation to your profession.

For it is only when you feel that your values are being realized by the tasks you accomplish each day, that you will jump out of bed in the

morning delighted by the prospect of getting to work. I'm of the mind (having worked at a great many varied pursuits) that any person may cultivate a passion for their work in rather short order – without changing jobs, even if the passionate feeling has never before been present.

The first step in this process is to become crystal clear about your highest values.

What drives you? What personality traits and behaviors are important in your life? What characteristics do you most admire in others? What actions and ideas are common among the people who inspire you most?

Start by creating a long list, and then narrow it down through process of elimination. If one trait isn't more important than the others, or perhaps is already met by the others, strike it from the list, until you have the 3 or 4 most important left. You now have a list of your own core values; the traits and characteristics that are of utmost importance to you.

The next step to creating daily passion is to examine your work.

Look for evidence which suggests that your business is an expression of your core values. Does your business benefit others in a significant way, or bring to fruition your core values in the world around you? You may find you have to get a little creative with this exercise, but it will have you looking at your business from a whole new perspective. Finally, when you are able to define the ways in which your business is an expression of your core set of values, you will find that indeed, it is a job you would do, even if you weren't being paid to do it!



Carolynn Wain – Senior Executive
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Carolynn Wain entered the field of direct sales 6 years ago as a consultant in a party plan business. She quickly

rose to the top of her company in both sales and recruiting, has been recognized many times for her achievements, and has earned a reputation as a dynamic speaker and trainer within her company.

Carolynn thrives on helping direct sales professionals improve quality of life both personally and in the lives of those around them, and feels that the greatest opportunity every one of us has is that of self-discovery and the development and pursuit of personal mastery.

There's a ripple effect, In all that we do.

What you do touches me, What I do touches you.

~ Unknown ~