

# THE COACHING HUB

## *Podcast Episode 42 - Values*

[00:00:00] When we're running a business, we need to understand what lines in the Sundar and our values help us to do it doesn't mean that we need to only work with people that agree with us. Values-based but it does mean that when we're building a team, that we want people who the values resonate with, we want to build a team that has similar shared values.

And if those people can bring in that varied experience, it makes for a richer. Business culture. Hello. Um, welcome to the coaching hub podcast with me. Your host, Ruth could feat if you're a coach or you're coaching curious, this is the place for you. We're going to be talking all things, coaching, pastoral development and business development in a really fun way.

You're going to have live coaching sessions and you're going to come away with tools and techniques. That you can practically use and take away. If [00:01:00] you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me your review. What is a values business? We see online all the time, people talking about values and people talking about.

How they run a foul use ladder purpose led all of these types of business. Now I believe that as coaches, many of us are emoted faces by internal values and those internal or personal values often, uh, replicated in our business. We run businesses because we want to make a difference. We run businesses because we have this innate desire to help people.

And that is where I often see coaches getting unstuck because they have these real strong values to help people and to run businesses that help others. However, they don't do the work on actually going a bit deeper and looking at what their [00:02:00] personal values

are, what they are. Business core values are, and then building those into the culture of the organization.

They run. Even if that is only one person, you can still have a values based culture. You can still make decisions that are based on your values. And I honestly believe that if we use our values and our business values. Yeah. As a container to make decisions, it helps us make better decisions. It helps us feel more aligned and it also helps us attract the right people.

People who align with our values. Now I'm all about difference. However, I do believe that when we're running a business, we need to understand what our lines in the Sundar and our values help us to do this. It doesn't mean that we need to only work with people that agree with us. Values-based but it does mean that when we're building a team, that we want people who the values resonate with, we want to build a team [00:03:00] that has similar shared values.

And if those people can bring in that. Varied experience. It makes for a richer business culture, a culture that is led by values, a culture that is led by people who believe similar things and think that similar things are important. However, these may manifest. So when I started my business, I wanted to build it around values.

The reason being I come from a leadership background. So when I was in education, I went to training after training about how to build a values based culture, about how to build a culture of a school that was really, really strong, where people shared values. I went to schools in the us. So some charter schools in New Jersey and New York where they did this really well.

And we took this into the schools where I was a senior leader. How can [00:04:00] we embed values? So people share them and people buy into them. So at an organizational level, actually both within education and within my career previously in recruitment and sales, I always looked at how can we build this culture?

How can we get people to shadow? Common values. And how can we identify what values are important? And obviously if you're doing that from scratch in the school or from scratch in a business, it's a lot easier than if you're going into change a culture. When we start our businesses, we're able to start our businesses with a fresh sheet.

We're able to come in and say, this is how we want our businesses to run. And these are the values that actually are important to us as a business. And I think that when we get really clear on what our values are and we're able to embed them into the business, then they can be one of our. Points of [00:05:00] differentiation, which mean that they impact how we operate, how we make decisions and how we actually show up with our customers.

And our values can also be important in our marketing. They can attract people and they can repel people. So our core business values are honesty. I believe in being honest and transparent. So if I don't know the answer, my ego, isn't driven by the fact that I always need to be right. I own up and say, look, I don't know the answer, but I can find someone who can help you.

If we make a mistake, we own it. If something doesn't work out in the business, we own it. And we're always looking at how to improve. So honesty, I would say. Links into growth, honestly, with my team, when things don't go, right, when things go wrong, they come to me and they say, we have Frank open discussions and there's Frank open discussions mean that we can move forward.

My team will tell me if [00:06:00] they think there's an issue. If they think that maybe something hasn't worked recently, my team came to me and said, look, there's too many emails. What can we do? And they came up with a solution. Because honesty is so important in the business and because growth is important, it means that we have a culture internally and externally, where we have those conversations and we have those conversations without attachment, to being right, without blame that somebody hasn't got it right, but more about, okay, how can we use these honest discussions to move forward?

Our second value is integrity. And I know that this is over years in the online world, but for me, this means doing the right thing, doing the right thing, even when it's difficult doing the right thing without the need to actually openly tell people what you're doing. We make lots of decisions in our business.

And sometimes we've had to make some really difficult decisions around staffing, but I always come back to my values and I always come back to like, is this the right [00:07:00] thing for the person and for the business and for my clients. And I asked myself those questions. And when you ask yourself those questions, it's easier to make the right decision in terms of integrity.

We use it when we're making decisions on who's going to get our donation. We make a donation of 10% of our profits, every quarter to a charity, which specific charity, how does that align with our values? How does it align with our customer's values? I use integrity the whole time and I make decisions.

Okay. I'm going to stop doing that. Be very public that I've stopped going on clubhouse for awhile because being an integrity that doesn't fit with my overall values, that doesn't mean that I'm spending enough time with my family. It was taking over, it was becoming a distraction. So I'm always about saying, okay, what is my integrity and how does this sit within my business and then love.

Okay. I know it sounds a bit weird, but loving compassion for ourselves. For [00:08:00] everybody who works in the business, every single one of our clients for everybody who's in any of our audiences, treating people with love and compassion, understanding that we never know the whole story and being non-judgemental, it's so important.

It's at the core of coaching being non-judgemental understanding that people come from different places and really. Remembering that when we're making decisions and as much as possible making decisions that are as compassionate as possible, even though they may be difficult. And when you can come back to this and when you can take feedback on with love, and when you can use that feedback to grow, your business will grow impact.

Everything. I do everything that we're doing our business. I want to have an impact I wanted to make people's lives better by teaching them a new skill. I wanted to make people's lives better [00:09:00] by helping them grow their businesses. So we look at impact as a core, core, core value. How can we make more impact?

How can we actually simplify things to make them better? How are we measuring that impact? How's it impacting? Not only people in our organization and our clients, but people outside are we making the right decisions? And of course this is about growth. I'm going to go to that value now because we know, and we accept as a business and as individuals that we're always growing, which means that we're developing our programs, we're developing our procedures.

We are. Looking at ways that the people in the team can grow. I'm looking at what I need for my growth and really the fundamental core of the business that I run. Both businesses, the training and the coaching business is about growth. And growth may sometimes be

difficult and growth may sometimes be hard, but if we can have honest conversations, if we can look at it in [00:10:00] terms of love, love, and compassion for ourselves, we can grow.

And at the core of all of this is relationship. Relationships with ourselves and relationships with others, really taking the time to build relationships. And I feel that that is a big part of the business that we get. Right. We value our customers. We put our customers at the heart of business and that means that we build long-term relationships.

So how does this show up? Well, when we're thinking about the values, think about how they're showing up. I've given you some examples, but think about how they show up in your business and what your values are, what drives you, the type of business that you want to have. So honesty is being, Claire is actually saying no to people.

No, you're not a good fit for this program. Over the last month I have had. Over 20 conversations with people. And I'm talking about phone conversations with people, for my growth mastermind and they weren't a good fit or they weren't a good fit for [00:11:00] one-to-one. And I have told those people, and I have always signposted those people with somebody else.

It's about making sure that we have those conversations as a team and when things go wrong, we own it. And we look at a way forward. Integrity. We know that it is about making sure that we can sleep at night, making sure that we have always done the right thing. And I know that right. Can, it's never black and white, but making sure that we have our duty of care is so important to our clients and to the people that work for me.

So making sure that we do everything that we can to make people feel valued and that we say no to things that don't align with our values. That is super important to me. Love for everyone, treating people equally treating people with respect and with holding judgment of others. So, so important looking at our relationships, not only internally with the people in [00:12:00] our business, but also with the people that come into our world, how can we make that experience better?

The relationships of our pairs. Yeah, I'm all for building relationships with other people in the industry. I'm not somebody who wants to get into any conflict or any arguments for me. It's about how do we build relationships? Across all levels. And how do we sustain those relationships and genuine relationships, genuine relationships, which are nourishing for both sets of people growth, as you know, is at the core of all of this.

So this is how we personally build our business based on values. We look at what is important to us as a business, and we look at what, how we. Communicate, these values both internally with everybody in the team. My team is growing and externally with our clients. And when things don't work out, we can come back to our values and say, okay, [00:13:00] what was going on there?

Where we true to our values? What are values showing up? If something is triggered, what's going on there? If you want to build a value space business, get really clear on what your values are and why those are your values and how they show up. And then use them as a bedrock of business. Decision-making.

And remember that we're there in all of this, we're all humans and it may be that you have great values, but sometimes you find that these values are in conflict with each other, or sometimes you make a decision that isn't aligned and that's okay. Use that as a learning experience all the time in business is Adam Grant would say, we are experimenting.

We are experimenting with what works and what doesn't. We are experiments involve values and what feels aligned to our values and what doesn't. So remember [00:14:00] that if for whatever reason there's a conflict. If something doesn't work out, we can learn from that. I hope that you have an amazing day and I'd love to know if you've enjoyed this episode.

I'd love to know any feedback you've got and I'd love to know what more you'd like to hear. Remember to subscribe likened, Shah, and come over and join us in my free. Great. The coaching community while you're here. More of this done. Thank you for listening to the coaching hub podcasts we've made worth could say, if you enjoy this, I would love you to join my Facebook group, the coaching community for more of the thigh.

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