

## Andrea Goodridge's Values

Our values are what we hold precious to us. They're a preference or an internal reference point for what we believe is good, right, and important.

Everyone has a set of values, which act as a compass that influences our attitudes and behaviour. As well as guiding our approach to life and relationships, they inform our way forward through the many choices we are offered every day, as we react to situations and interact with the other people we meet.



Some people are very aware of their values whereas others hold them in their subconscious, acting on them without understanding the reasons for the choices they make.

Identifying your values is the easier part. The harder part is to start living them.

When you live in accordance with your values, you're authentically you. The more you align your actions with your values, at work and in your personal life, the happier you will become.

That's why I share my values with my clients, as it gives them an indication into how they'll experience me.

### My 5 Values

**I'm honest.**

- I do what I say I'll do (I don't let things slide)
- I say if it's not working (I don't just go along with things for the sake of it)
- I use clear straightforward language (I don't use fluffy language, jargon, or make things complicated)
- I say what I'm truly thinking and feeling (I don't pretend or hide)

**When I show up with honesty, it enables you to show up as the real you (not the pretend you, you carry around with you to make the world think you're OK)**

### **I'm compassionate.**

- I encourage my clients to open up and speak their mind (I don't get uncomfortable with emotions)
- I listen with intent (I don't judge or jump to conclusions)
- I am there for my clients (I don't drift off or get distracted)
- I inspire my clients to take purposeful action (I don't want you doing things for the sake of it or ticking boxes)

**When I show up with compassion, it enables you to show up with compassionate presence (not just turn up and be present)**

### **I'm curious.**

- I question and challenge the status quo (I don't want you staying comfortable)
- I dig deep to get to the heart of the issue (I don't work at the surface level)
- I sense and interpret stimuli to explore different perspectives (I don't want you believing old stories about yourself)
- I open my mind to new possibilities (I don't give advice as I'm not the expert on you)

**When I show up with curiosity, it enables you to challenge what's going on at a deeper level (not just at the surface level)**

### **I'm intentional.**

- I do things that energise me (I don't do things for the sake of it)
- I focus my attention on what's important (I don't just do the 'stuff' that's in front of me)
- I make decisions in alignment with my values (I don't go along with things I don't believe in it)
- I take responsibility for my actions and do things on purpose (I don't hide or bumble along/float around)

When I show up intentionally, it enables you to consciously choose how you spend your time, energy, and focus (not unconsciously feel compelled to do 'stuff')

I'm creative.

- I have a thirst for learning (I don't get stagnant or complacent)
- I use my imagination and daydream in solitary reflection (I don't like boxes and restrictions)
- I dare to be different (I don't do things to 'fit in' or unconsciously follow the latest trend)
- I come up with new concepts and frameworks (I don't rely on textbook theories and models)

When I show up with creativity, it enables you to put yourself first to learn, develop and grow (not put yourself last, stand still and stagnate)

For the last two decades I've had consistent feedback from my clients who describe me as a unique blend of warmth and challenge, otherwise known as challenging but in a nice way! And recently I asked my clients and my email subscribers for some feedback on "What words they would use to describe me and my approach" and here's a summary of what they shared.



This is a great indication that my actions are in alignment with my values.

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