

# The values of values

Even if we don't realise it, most of us who run our own creative businesses or work as creative freelancers are guided professionally by a really clear set of values... beliefs, ways of being or behaving that we hold close and that are important to us. If you're anything like us at the hub, the chances are that you've chosen the work you have because it also allows you to honour your personal values too.

Getting clear on your values – what's important to you – is really helpful as you start your business planning journey. Whether you know it or not, your values are your internal guide; they help you find your way, keep you on the right path and tell you when you're headed in the wrong direction. Knowing what your priorities are really helps with decision making. Having a really clearly articulated set of values helps you say yes to the right things and no to the wrong things.

**At the hub, we're really strong on values.** And over the years, we've honed the way that we talk about and share them across the team and with clients. **Our social enterprise model is important to us; we're more than just a consultancy firm. Sometimes we talk about this in these terms:**

Kind  
Nurturing  
Exciting  
Enough  
Sustaining

Knowledge  
New  
Exciting  
Enabling  
Share

We use the KNEES test to make sure we're staying true to our values.

We use the purple KNEES checklist you see above to make decisions about which projects to say yes to and which to not take forward. Every project we take on has to tick all 5 of our KNEES boxes!

The blue KNEES is about how we want our work to show up in our lives.

## Finding your own KNEES! What are your values?

What are your key values? Here are some questions you can use to help you work this out...

- What makes you angry?
- What are your no compromises?
- When were you on top of your world?
- What is your passion?
- Why do you do what you do?



Spend some time on these, and we're pretty sure you'll have a really good sense of what your values are.

Have some fun with how you 'make them stick'. You might make a collage about them, or a poster. Maybe you create a company manifesto (we love a manifesto at the hub!)? There are no rules here. Just think about how you can keep your values front and centre at all times.