

AMBER MESCUE

HOW TO CLONE YOURSELF

CORE PROMISE

Your core promise is the commitment you make to your clients. Some core promises, or brand promises, are more tangible, like Geico's. Others are inspiring and do not reference the company products at all, like Coca Cola. Knowing what your core promise is will help your team align and rally to deliver on the promise for your clients. You may even want to have a core promise for each of your product or service lines, making it easier for your clients to align and buy in to your vision.

Geico - 15 Minutes Or Less
Can Save You 15% Or More
On Car Insurance

Coca Cola - inspire moments
of optimism

*Take time in the space below to play with your core promise.
What is it that your company committed to delivering for your clients.*

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VALUES

Values are important to define and have called out because they represent everything we do and how we show up in our company. Building a team that has like values will ensure culture fit, consistent delivery of services, and alignment across teams internally. The also help us create a future we want to live in.

"Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny."
— Gandhi

Circle your top values from the next page. Keep narrowing them down until you identify your top ten values (max) that you can detail below. You may find that some of the values your circle originally are similar, to narrow them down, choose the value you MOST identify with. You might have one overarching core value and have others that follow.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

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VALUES INVENTORY

Abundance	Attentiveness	Cleverness	Creativity
Acceptance	Attractiveness	Closeness	Credibility
Accessibility	Audacity	Comfort	Cunning
Accomplishment	Availability	Commitment	Curiosity
Accountability	Awareness	Community	Daring
Accuracy	Awe	Compassion	Decisiveness
Achievement	Balance	Competence	Decorum
Acknowledgement	Beauty	Competition	Deference
Activeness	Belonging	Completion	Delight
Adaptability	Benevolence	Composure	Dependability
Adoration	Bliss	Concentration	Depth
Adroitness	Boldness	Confidence	Desire
Advancement	Bravery	Conformity	Determination
Adventure	Brilliance	Congruency	Devotion
Affection	Buoyancy	Connection	Devoutness
Affluence	Calmness	Consciousness	Dexterity
Aggressiveness	Camaraderie	Conservation	Dignity
Agility	Candor	Consistency	Diligence
Alertness	Capability	Contentment	Direction
Altruism	Care	Continuity	Directness
Amazement	Carefulness	Contribution	Discipline
Ambition	Celebrity	Control	Discovery
Amusement	Certainty	Conviction	Discretion
Anticipation	Challenge	Conviviality	Diversity
Appreciation	Change	Coolness	Dominance
Approachability	Charity	Cooperation	Dreaming
Approval	Charm	Cordiality	Drive
Art	Chastity	Correctness	Duty
Articulacy	Cheerfulness	Country	Dynamism
Artistry	Clarity	Courage	Eagerness
Assertiveness	Cleanliness	Courtesy	Ease
Assurance	Clear-mindedness	Craftiness	Economy

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VALUES INVENTORY

Ecstasy	Fascination	Heart	Inventiveness
Education	Fashion	Helpfulness	Investing
Effectiveness	Fearlessness	Heroism	Involvement
Efficiency	Ferocity	Holiness	Joy
Elation	Fidelity	Honesty	Judiciousness
Elegance	Fierceness	Honor	Justice
Empathy	Financial	Hopefulness	Keeness
Encouragement	independence	Hospitality	Kindness
Endurance	Firmness	Humility	Knowledge
Energy	Fitness	Humor	Leadership
Enjoyment	Flexibility	Hygiene	Learning
Entertainment	Flow	Imagination	Liberation
Enthusiasm	Fluency	Impact	Liberty
Environmentalism	Focus	Impartiality	Lightness
Ethics	Fortitude	Independence	Liveliness
Euphoria	Frankness	Individuality	Logic
Excellence	Freedom	Industry	Longevity
Excitement	Friendliness	Influence	Love
Exhilaration	Friendship	Ingenuity	Loyalty
Expectancy	Frugality	Inquisitiveness	Majesty
Expediency	Fun	Insightfulness	Making a difference
Experience	Gallantry	Inspiration	Marriage
Expertise	Generosity	Integrity	Mastery
Exploration	Gentility	Intellect	Maturity
Expressiveness	Giving	Intelligence	Meaning
Extravagance	Grace	Intensity	Meekness
Extroversion	Gratitude	Intimacy	Mellowness
Exuberance	Gregariousness	Intrepidness	Meticulousness
Fairness	Growth	Introspection	Mindfulness
Faith	Guidance	Introversion	Modesty
Fame	Happiness	Intuition	Motivation
Family	Harmony	Intuitiveness	Mysteriousness
	Health		

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VALUES INVENTORY

Nature	Potency	Respect	Sincerity
Neatness	Power	Responsibility	Skillfulness
Nerve	Practicality	Rest	Solidarity
Nonconformity	Pragmatism	Restraint	Solitude
Obedience	Precision	Results	Sophistication
Open-mindedness	Preparedness	Reverence	Soundness
Openness	Presence	Richness	Speed
Optimism	Pride	Rigor	Spirit
Order	Privacy	Sacredness	Spirituality
Organization	Proactivity	Sacrifice	Talent
Originality	Professionalism	Sagacity	Teamwork
Outdoors	Prosperity	Saintliness	Temperance
Outlandishness	Prudence	Sanguinity	Thankful
Outrageousness	Punctuality	Satisfaction	Thorough
Partnership	Purity	Science	Thoughtful
Patience	Rationality	Security	Timeliness
Passion	Realism	Self-control	Timely
Peace	Reason	Selflessness	Tolerance
Perceptiveness	Reasonableness	Self-reliance	Tough
Perfection	Recognition	Self-respect	Toughness
Perkiness	Recreation	Sensitivity	Traditional
Perseverance	Refinement	Sensuality	Training
Persistence	Reflection	Serenity	Tranquility
Persuasiveness	Relaxation	Service	Transparency
Philanthropy	Reliability	Sexiness	Trust
Piety	Relief	Sexuality	Trustworthy
Playfulness	Religiousness	Sharing	Truth
Pleasantness	Reputation	Shrewdness	Understanding
Pleasure	Resilience	Significance	Uniqueness
Poise	Resolution	Silence	Unity
Polish	Resolve	Silliness	Universal
Popularity	Resourcefulness	Simplicity	Useful

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VALUES INVENTORY

Valor
Value Creation
Variety
Victory
Vision
Vitality
Warmth
Wealth
Welcoming
Winning
Wisdom
Wonder
Worldwide
Work/Life Balance

UNLOCK YOUR VALUES

Are you stuck on defining your values? Use these prompts to further clarify your core values.

1. Reflect on your best moments in life. *What values were present?*
1. Reflect on your worst moments. *What values were absent?*
1. Think about movie scenes where you were moved to tears or chills. *What values were present?*

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GUIDING PRINCIPLES

Guiding Principles outline how your team will show up, serve, and deliver results for clients and customers. You don't have to have all of the answers now, but take time to consider at least one key guideline that you can build upon later.

Consider The Nordstrom Way and The \$2,000 Rule from the Ritz Carlton.

Take time in the space below to map out one Guiding Principle you live out today or would like to start living out.

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STRENGTHS

As you grow your business and you work toward focusing in your zone of genius so you can serve more people, consider your innate strengths. Sometimes there will be strengths or potential, we want to develop. However, I want to caution against doing all of the things, especially for those things that are far outside your zone of genius.

Ask yourself these questions as you reflect on your strengths and the things you may need to keep doing in your business.

1. What do people thank you for again and again?
- 2.
3. What are you super curious about? Just a little curious and then off the charts curious?
4. What are you doing when you feel the most helpful? Alive? Inspired? Powerful?
5. If you are stumped here or just for fun, reach out to a dear friend and let her know you have an assignment from your coach. Ask her what your strengths are. Say thank you with open arms.
6. Here are some additional resources where you can probe even deeper into your strengths. Surveys are always fun for me!
 - a. [Strengthsfinder 2.0](#) --- Book + Survey to evaluate your top strengths
 - b. FREE [Online Survey](#)