



# Exercise 1.A: The Value Alignment Integrity Check

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Concept Focus:

Core Values vs. Business Practices (Mission & Values)

## **LESSON 1: Understanding Your Creative Business Model**

**MODULE 1:  
BUSINESS PLANNING FOR CREATIVE  
ENTREPRENEURS**



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## MODULE 1

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### **Purpose**

To ground the business plan in the creative entrepreneur's ethics, values, and personal sustainability, and to identify potential conflicts between artistic integrity and commercial decision-making at an early stage.

### **Concept Focus:**

Core Values vs. Business Practices (Mission & Values)

### **Format:**

Individual Reflection

### **Duration:**

15 minutes-30 minutes

### **Context:**

Creative professionals often experience tension between their artistic ideals and commercial realities. This exercise ensures that core values are not treated as abstract statements but are actively integrated into business decisions and practices.



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## Task: Map Your Values to Your Practice

### Step 1: Define Your Core Values (5 minutes)

List three to five non-negotiable core values that define your creative practice and professional ethics. *Examples: Craftsmanship, Social Impact, Originality, Transparency, Sustainability, Autonomy, Speed.*

### Step 2: Identify Alignment and Conflict (5 minutes)

*For your top three values, identify:*

- *One current business practice that supports this value*
- *One current or potential practice that could contradict or weaken it*

My Core Value	Supporting Business Practice	Contradictory Practice (Risk)



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### Step 3: Reflection and Commitment (5 minutes)

Reflect individually:

- Which contradiction presents the greatest risk to:
  - your creative integrity,
  - your brand reputation, or
  - your personal wellbeing and burnout?
- What one concrete action can you take to realign this practice with your values?

Participants briefly note one immediate, realistic commitment.

### Learning Outcome

*By completing this exercise, participants will:*

- *Clarify the values guiding their creative business decisions*
- *Identify early risks of misalignment between art and commerce*
- *Strengthen ethical consistency and long-term sustainability*