



Exercise 1.A: The Value Alignment Integrity Check

Concept Focus: Creative Values & Business Alignment

Format: Individual Work using Template

Duration: 20 minutes

Task

Creative professionals often start their businesses driven by personal values and creative motivations. However, those values are not always reflected in the services offered or the clients attracted.

This exercise helps you examine whether your **creative values are aligned with your current business model and client relationships**.

Step-by-Step Instructions

Step 1: Identify Your Core Creative Values (5 min)

Write down **three personal creative values** that guide your work.

Examples may include:

- Sustainability
- Innovation
- Storytelling



- Community
- Craftsmanship
- Authenticity

Creative Value	Why It Matters to You

Step 2: Connect Values to Your Work (5–7 min)

For each value, describe **how it currently appears — or should appear — in your creative services or client relationships.**

Example:

Value	How It Appears in Your Work

Sustainability	Use eco-friendly materials in design projects
Storytelling	Develop narrative-based visual branding

Step 3: Identify the Alignment Gap (5 min)

Review your values and identify **one value that is not clearly reflected in your current business model.**

Write **one action you could take to integrate this value into your services or client experience.**

Examples:

- Target clients who share the same value
- Introduce a new service aligned with the value
- Change how you communicate your work

Step 4: Client Alignment Check (3–5 min)

Reflect on your **current clients or target audience.**

Ask yourself:

- Do these clients reflect your core values?
- Does your work attract the kind of clients you want?

Write a short reflection describing whether your client base aligns with your values.

Let's Reflect

- Which value is already strongest in your work?
- Which value is missing or underrepresented?
- What changes could better align your business with your values?

