

SKODEN

VENTURES

**VALUES ALIGNED
CAPITAL**

Part 1: Know Thyself

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SKODEN VENTURES ~ VALUES ALIGNED CAPITAL

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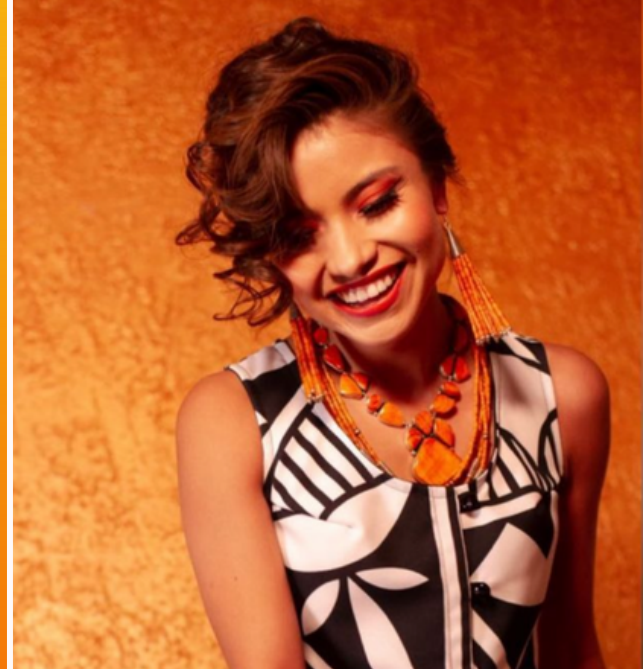
VALUES & Virtues

Values are the core beliefs we each hold that influence and guide our decisions and actions.

When we take actions that honor our values, we feel greater satisfaction, fulfillment, and purpose.

And, when we make decisions or take actions that fail to honor our values, we can feel disappointed, deflated, and isolated.

As an entrepreneurial leader, the ability to make decisions that align with our values starts with naming our values.



YOUR BUSINESS

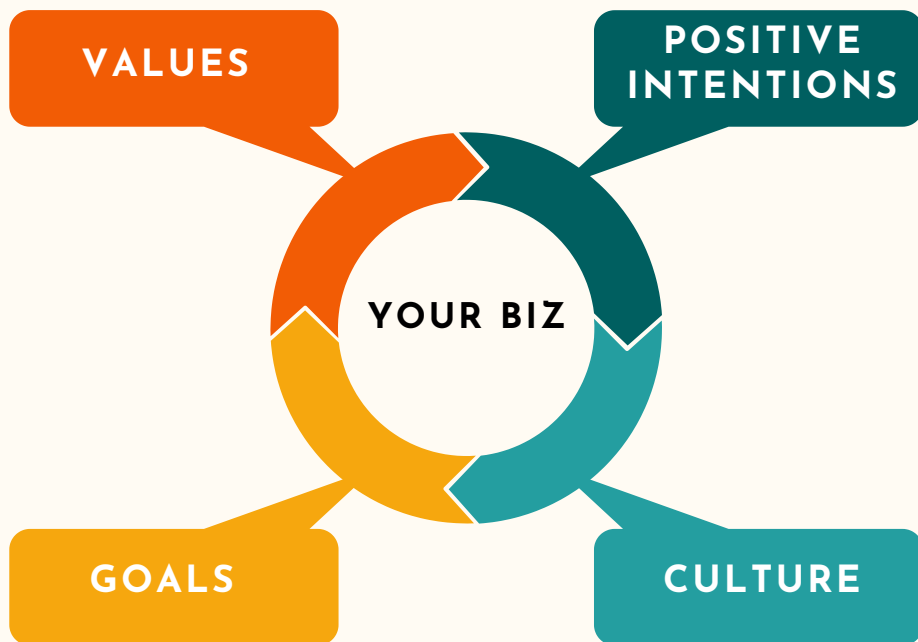
your Values

Giving your business goals, values, positive intentions and purpose is as important as product development, sales, and financial management. In fact, without these building blocks, you may lack the energy and drive you'll need to boost you when times get tough.

And, living your values often attracts investors and partners who share your values, and can connect you to a community of entrepreneurs with a shared sense of purpose.

Today there is a broad and growing community of impact and ethical investors and chances are you will find like-minded partners as you form your intentions and begin to reach out to investors.

Take a moment to **jot down how you feel** when you work with investors who share your values? What will the relationship provide in terms of human, social, and cultural capital?



VALUES

A Few Examples

- o Accomplishment
- o Accountability
- o Ambition
- o Balance
- o Belonging
- o Bravery
- o Community
- o Compassion
- o Connection
- o Consistency
- o Cooperation
- o Courage
- o Creativity
- o Dependability
- o Discipline
- o Discovery
- o Efficiency
- o Elegance
- o Empathy
- o Equality
- o Exploration
- o Fairness
- o Faith
- o Family
- o Freedom
- o Fun
- o Generosity
- o Grace
- o Harmony
- o Honesty
- o Humility
- o Impact
- o Independence
- o Influence
- o Ingenuity
- o Intelligence
- o Insightfulness
- o Inspiration
- o Joy
- o Justice
- o Leadership
- o Legacy
- o Loyalty
- o Openness
- o Originality
- o Preparedness
- o Professionalism
- o Quality
- o Resourcefulness
- o Responsibility
- o Quality
- o Resourcefulness
- o Responsibility
- o Results
- o Rigor
- o Security
- o Self-reliance
- o Service
- o Simplicity
- o Speed
- o Spontaneity
- o Stability
- o Strategic
- o Strength
- o Structure
- o Support
- o Teamwork
- o Thoroughness
- o Timeliness
- o Tolerance
- o Tradition
- o Trust
- o Understanding
- o Unity
- o Vision

Further reading here



IDENTIFYING *Your Values*

The list above may spark some ideas, and you may also already have a sense of the values you hold closely. List 8 core values below.

_____	_____
_____	_____
_____	_____
_____	_____

From the above list, circle the four most important values you hold. Rank them in order from most to least important.



Define the four values you circled above. Feel free to use a dictionary or other sources if you'd like.

1. _____

2. _____

3. _____

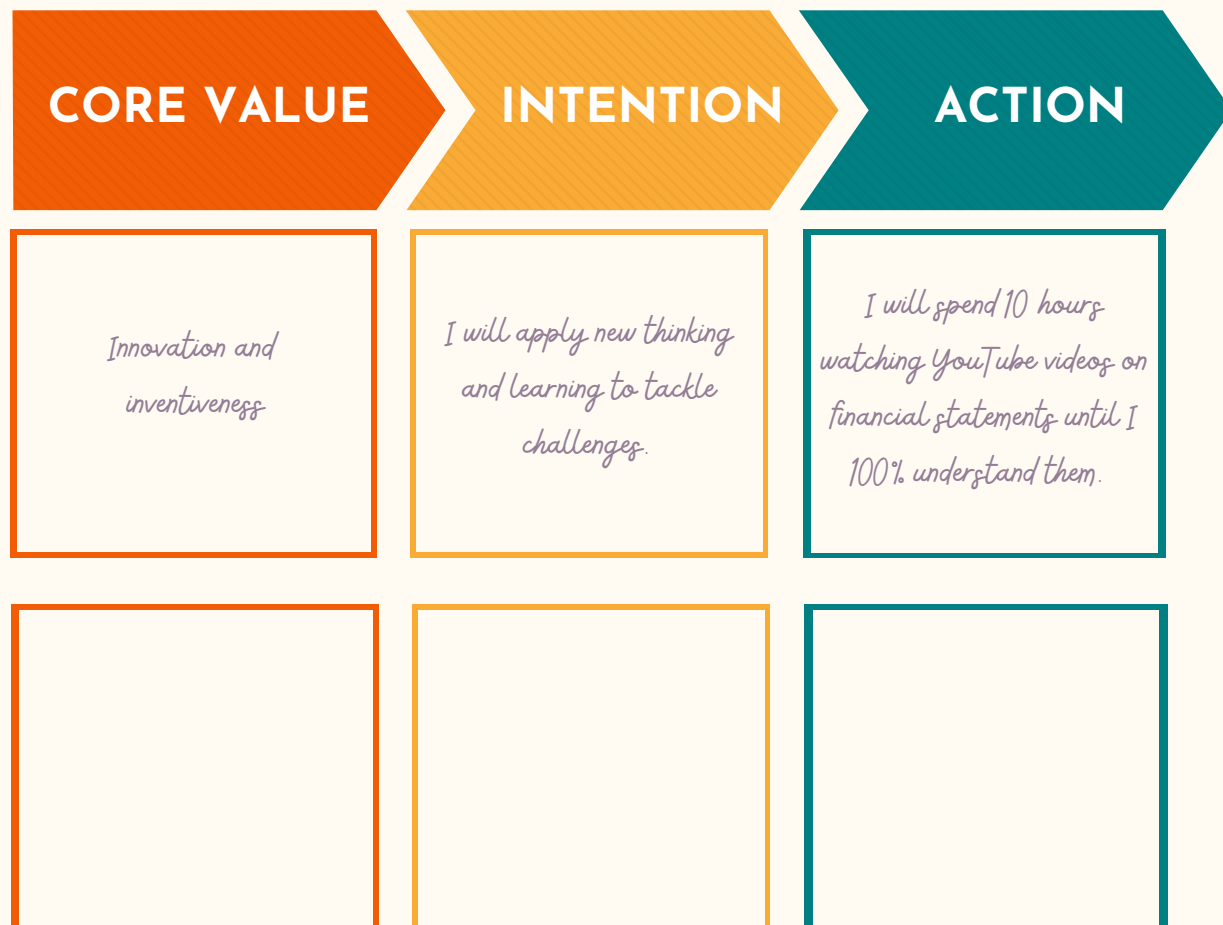
4. _____

POSITIVE Intentions

With your values as your "North Star" you can set intentions, goals for how you will raise capital that aligns with your values. In turn, these intentions guide you to make choices with the capital you raise, to live your values each day.

For example, if one of your core values is Courage, you may set the intention to learn the skills or tools that most intimidate you. Thus, when a colleague suggests you learn Quickbooks so you are more confident understanding financial statements, you say "OK - I'm not a natural with accounting - but I'm in!"

Consider the example below and then work through your core values in the following specs.



CORE VALUE	INTENTION	ACTION

ORG CULTURE

"Culture eats strategy for breakfast."

~ Peter Drucker

As an entrepreneurial leader, translating your personal values into organizational values for your business is an exciting and challenging process. Most of us have worked in environments where the organization's values are unclear or are framed in a poster on the wall but rarely put into action.

However, organizations that pursue opportunities and solve challenges with a shared sense of purpose, communication norms, and values, move faster, more efficiently, and often end up excelling in delighting customers.

The exercise below invites you to respond to a challenge by leaning on your values:

- 1.) Jot down one of your core values.
- 2.) Write two to three ways you will live these values.
- 3.) Consider the below Challenges and respond with 2 actions you could take to address each Challenge.

VALUE:	
↓	
INTENTION:	
↓	
CHALLENGE 1: An investor is pressuring you to sell to a larger firm that doesn't share your values but is offering a lucrative deal.	CHALLENGE 2: One of your employees continues to undermine your efforts to build a positive workplace with gossip and untruths.
↓	
ACTIONS:	

CAPITAL TO CREATE

a new economy that works for everyone

Imagine it is 10 years from now and you are reflecting back on your business. Write a eulogy that looks back on all you achieved. Consider including answers to these questions:

- How did your business thoroughly disrupt its market space?
- How did your business extend your values into your community, market space, and the world?
- When customers describe their experience with the business, what makes their eyes light up? What brought them delight?
- What would you do differently if you could do it all over again?
- What piece of advice do you have for entrepreneurs starting out?

CAPITAL TO CREATE

a new economy that works for everyone

Most investors operating in the startup space are driven by more than making money. And, most entrepreneurs are, too! When entrepreneurs and investors share alignment around vision and values, they can build amazing companies together.

Take some time to reflect on your values and vision, and consider what you want most. Be honest with yourself - this is a "no foul zone". If your dream is to be super-famous, let's do it! If you envision changing the story of your creative community forever, we're ready! And, if you want to become wealthy and beloved by other creatives, sounds awesome!

OK, now write down a few things you would want to ask an investor about their values and vision, how they foresee working with your company.

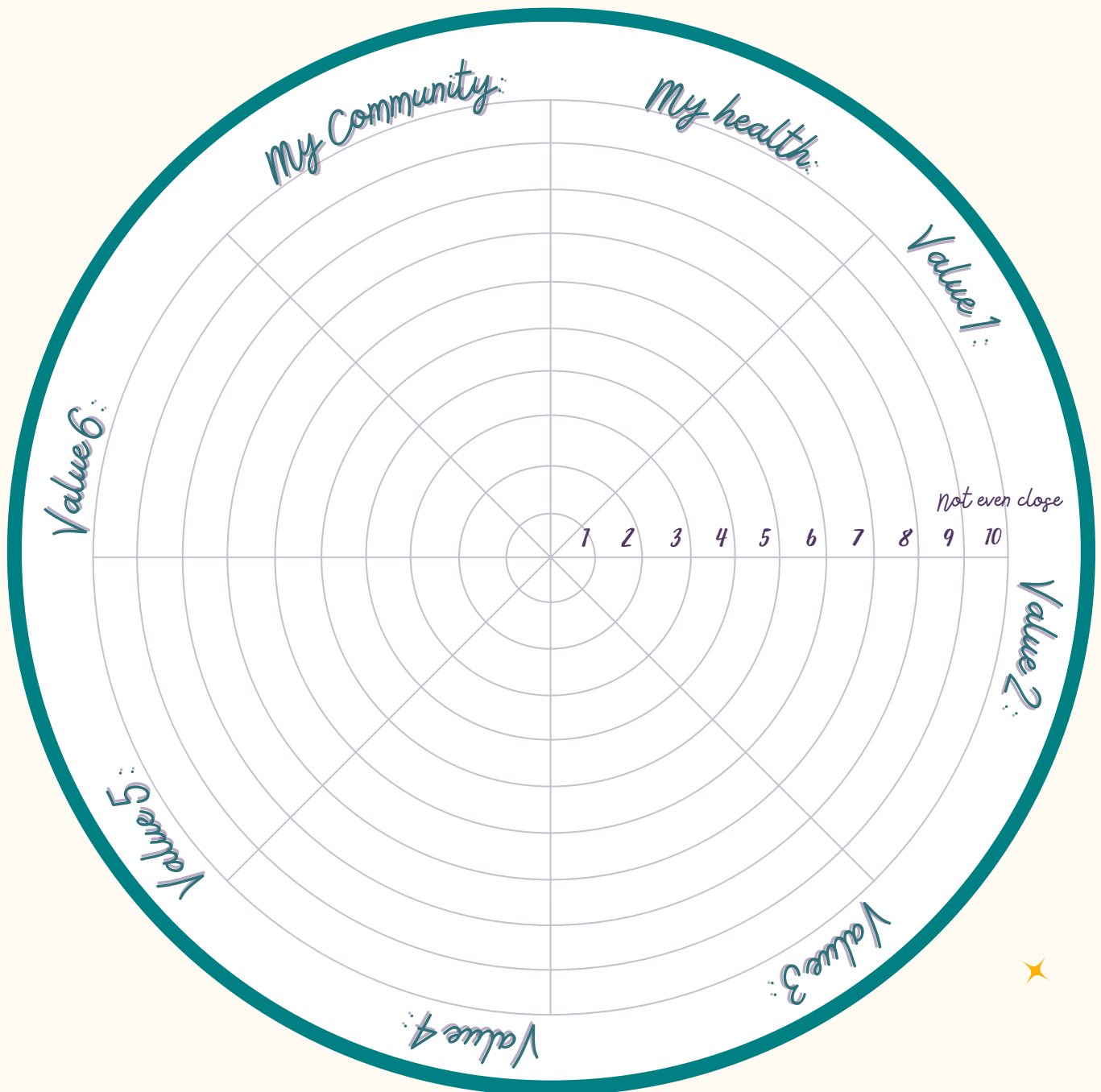


BALANCE

and Self-Care

Achieving a balance among values and priorities is a lifelong challenge - no one can be perfect!

Write in your 5 or 6 most important values and then consider how well you feel you are living that value on a day to day basis. Over the coming weeks, how can you create greater balance so you are taking care of yourself, your business, your team, family, community, and Earth?



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