

EXERCISE: YOUR VALUES IN ACTION TRACKER™

This exercise is designed to help you narrow down your top values. Doing so can be tricky—you may find yourself focusing on values that are aspirational, rather than those that show up in your day-to-day life. One way to zero in on the values that are central to who you are today is to look at the decisions you make about spending—and, specifically, the companies you choose to hand over your hard-earned money to.

1. Spend a few minutes thinking about three or four brands you boycott or have made a conscious decision not to support. On the tracker, list each brand, whether you oppose or feel conflicted about it, your rationale, and your personal values that conflict with the brand.
2. Next, think about three or four brands you're passionate about supporting and why. List each brand on the tracker along with whether you support it, your reasons for doing so, and your personal values that align with that brand. If specific brands don't come to mind, list organizations you support by donating money or volunteering your time.
3. As you reflect on values that conflict with or align with a particular brand, review your selections from the values list.

BRAND	SUPPORT, OPPOSE OR CONFLICTED	RATIONALE	VALUES
<i>Beautycounter</i>	<i>Support</i>	<ul style="list-style-type: none"> • <i>Makes non-toxic beauty products</i> • <i>Lobbies to change beauty industry standards</i> • <i>Empowers women</i> 	<i>Transparency</i> <i>Integrity</i> <i>Equality</i> <i>Health</i> <i>Sustainability</i>

EXERCISE: YOUR VALUES IN ACTION TRACKER™ (CONTINUED)

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