

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 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.

Spend a few minutes thinking about three or four brands you boycott or have made a conscious decision not to support. Perhaps you don't like the quality of the products or have had a bad customer service experience. Maybe the company or founder have political or religious affiliations that aren't in line with your views. Also consider brands you feel conflicted about supporting. Perhaps you don't agree with the company's philosophies or practices, but you purchase their products anyway, because they give back in some way and they're affordable, convenient or delicious—but you feel guilty about it. 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. If specific brands don't come to mind, list organizations you support by donating money or volunteering your time.

As you reflect on values that conflict with or align with a particular brand, review your selections from the list in the previous values exercise and add more as needed.

EXAMPLE:

BRAND	SUPPORT, OPPOSE OR CONFLICTED	RATIONALE	VALUES
<i>Walmart</i>	<i>Oppose</i>	<ul style="list-style-type: none">• <i>Treats employees badly</i>• <i>Destroys small businesses</i>• <i>Peddles fast fashion and low-quality products</i>	<i>Fairness Community Quality Responsibility Accountability</i>
<i>Nike</i>	<i>Conflicted</i>	<ul style="list-style-type: none">• <i>Treats women in the company badly</i>• <i>Provides unsafe and unhealthy conditions for factory workers</i>• <i>Creates ad campaigns elevating community support to divert attention from internal issues</i>	<i>Fairness Equality Diversity Integrity Responsibility</i>
<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 Integrity Equality Health Sustainability</i>

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