

## Insulate Your Wallet with Core Values – by Maxine Hyndman

Attention is the currency of the New Economy. Let me repeat that: attention is the currency of the new economy. And whatever has your attention has your money!

Whether it's an ad that's captured you to the point where you go out and buy their product, a friend that has persuaded you to join in a negative rant that's going nowhere, or your own negative thoughts that do nothing, minute after minute, to support your true values. Pretty soon you start to notice a drain happening on your energy and eventually your funds and this happens because your attention is not focused on your core values, the only place from which you can create and sustain wealth. But I've gotten way ahead of myself, let's start at the beginning.

Even though the word values is one you think you know, I like to be clear, that you are clear about what it really means and for me, when I coach, there is no better way for an individual to begin stripping a word of its personal baggage than to get the true meaning from a dictionary. Our friend Merriam Webster describes it this way: the relative worth, utility or importance (of a thing). So then a core value needs to be something you use everyday, is important and possesses great worth to you.

Here are four things you need to know about values to begin sustaining wealth:

1. **Put your values to the test** – if you've taken the time to identify your seven values – for example integrity, spirituality, collaboration, sensuality etc. don't just take them at face value; challenge their authenticity by asking yourself "Now, how often do my actions actually reflect this value?" If it is rarely and you'd just like to have that quality then obviously it's not a value because the wish to adopt that specific characteristic hasn't broken through to action – a key ingredient to success with values-based living.
2. **There must be resonance** – if you're wishy-washy about a value then it's time to change it or you don't really believe it; it's not yours, and there's little energy to *own* it. Your values must have the strength to help you make a stand against all the other events in life that vie for your attention and ultimately your currency.
3. **Use them as pillars in your life** – once you've identified what they are and you've tested them then you've got to make them the cornerstone of every small and large financial decision you make. Prime example: one of your values is vitality then spending \$90 a month on exceptional vitamins or a gym membership clearly creates integrity and focused fiscal energy allowing you the freedom to make decisions with focus and less doubt.
4. **They must be flexible** – We all change with time and so will our values. If you find yourself with time resisting a certain value then you may have outgrown it and it needs to change.

Money leaks in our wallet begin first with leaks in personal energy that typically stem from lack of integrity i.e. the state of being incomplete or undivided, which create personal discord or dissonance. Living from core values creates wholeness that supports our intention to create and sustain wealth. Choose to begin living every minute of every day from your core values and pretty soon you'll be in need of a bigger wallet!