



Aspen Family Business Group

Empowering family businesses of all sizes



The Value of Working on Values

Utilizing values to create a shared vision

– and –



What love's got to do with it!

February 10, 2026



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• **Questions about Values:**

**What are values and why
do they matter?**





About values:

1

Values are built from our interactions with the world.

2

Our values determine our priorities, intentions, thoughts, words and actions.

3

The more we value something the more important it is to us. We can rank order our values.

4

Values are fairly constant over time but our life experiences can change our values.



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- # What are some examples of Values?

Personal Values:
ambition, discipline,
cleanliness.

Family Values:
love, respect, honesty,
responsibility, kindness,
communication, loyalty.

Social Values: courtesy,
charity, civic duty.

Moral Values:
fairness, justice,
human dignity.

Spiritual Values:
truth, goodness,
beauty.

Cultural Values:
hospitality, social order,
tolerance.

Intrinsic Values:
goodness, bliss,
happiness.

Instrumental Values:
education for success,
political power for public
service.

Dis-Values: qualities that
hinder human development
and demoralize individuals.
Examples: jealousy, envy,
revenge.



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- **Personal Values are Unique:**

Each of us
has our own
particular
set of values.



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- **Questions about Values:**

How do values work?





Functional Statements about Values:

1

Our values shape our decision making and our actions and so they shape our reality.

2

We are not necessarily aware of what our values are and how they shape our behavior with others.

3

Our personal values shape our engagement with Family Business values.

4

The alignment of our values with Family Business values relates to our work success and joy.



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- **Questions about Values:**

**Do I have the same values
everywhere?**





We have Values Communities:



Family & Friends



Political & Social Entities



Religious



Work



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- **Questions about Values:**

Are there good or bad values?





Are there good or bad values?

1

There are values that are not working for me anymore.

2

Other people have values, that feel threatening to me.

3

Some values are aspirational for me.

4

Sometimes I forget what my values are -or- I get on someone else's values bandwagon.



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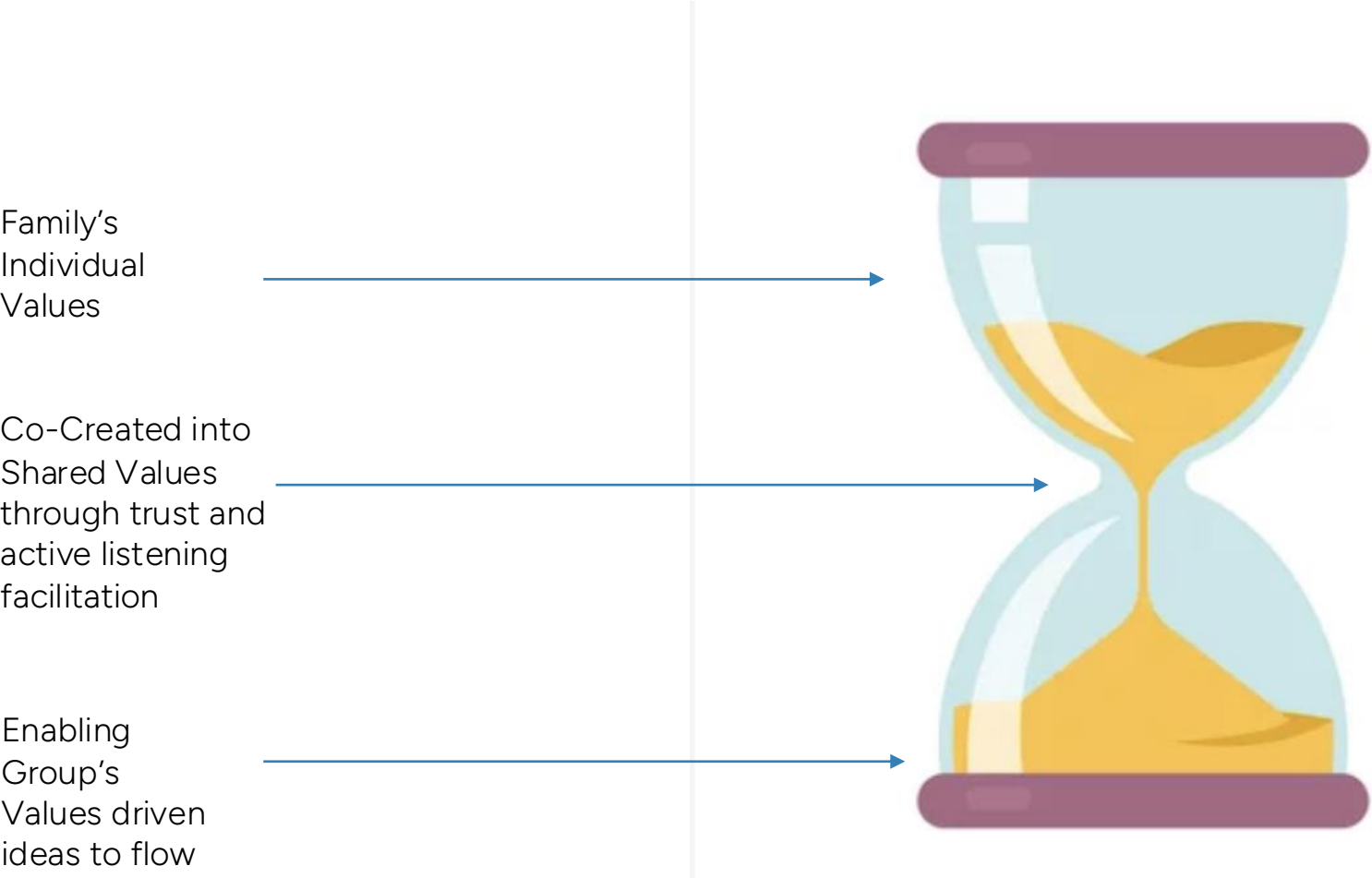
Questions about Values:

Why work on shared values?



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SHARED VALUES “HOUR GLASS”



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Love. It's a value, too.



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**Love makes us learn how to stay in “trouble”
in the material world.**

It gives us persistence.

Federica Gregoratto - Love Troubles: How
Love Drives Transformation



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But ...

“What does love do in our Family Business?”

**For that, we have this tidbit, just in time
for Valentines Day.**



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The Family Business Love Math Formula:

a. $1 + 1 = ?$

b. $1 + 1 + \heartsuit = \text{family}$

c. $1 + 1 + \heartsuit + \$ = \text{Family Business}$



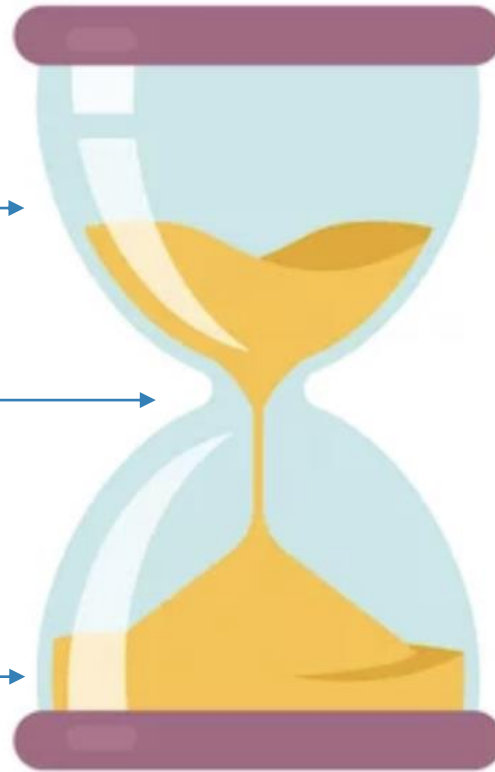
SHARED VISION “HOUR GLASS”

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Family's Individual Vision for Shared Assets

Co-Created into one Shared Vision through trust and active listening facilitation

Enabling Group's Shared Vision to address Strategic Pillars & Executional Objectives



Company Strategic Pillars

Aligned with Family Shared Values and Family Shared Vision

Values:

Vision:

	Pillar 1	Pillar 2	Pillar 3
Execuational Objective	1	1	1
Execuational Objective	2	2	2
Execuational Objective	3	3	3



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Summary:

Interest in working together can be facilitated through a Shared Values and Vision discussion.

Enabled by Love, Trust and Active Listening to each other.

Leading to achieving strategic and executional goals for your shared assets.



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Thank you ...
website
SAM
next event





www.aspenfamilybusiness.org

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- **APPENDIX:**

POTENTIALLY
MOVE THESE
RESOURCES
TO AN
APPENDIX?

- **Know your values - do a “values unfolding” exercise.**
- **Find common ground - do a “shared vision” exercise.**



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