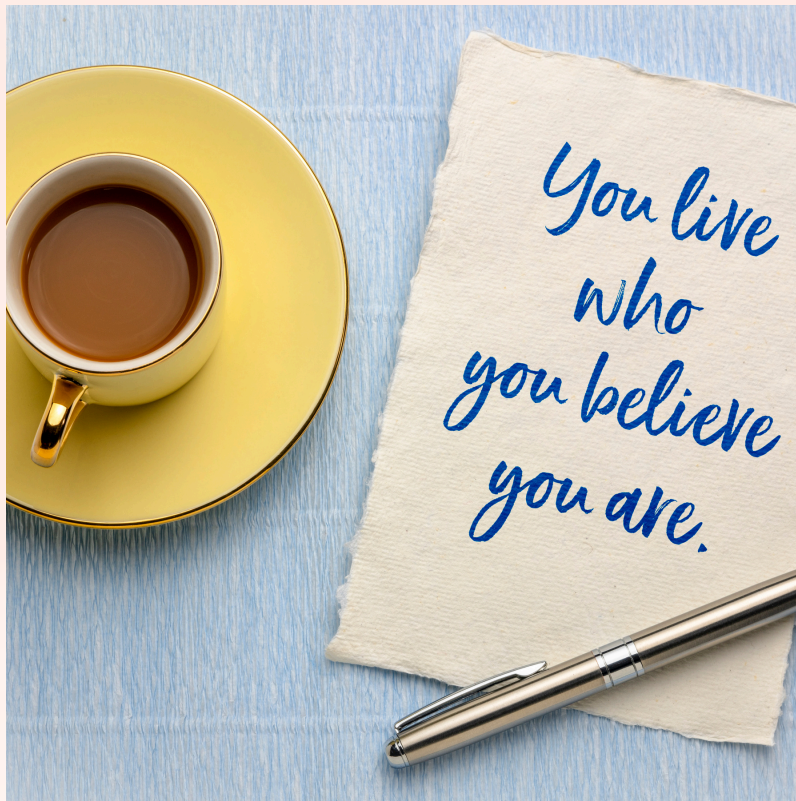


STRENGTHS, PASSIONS, & VALUES

A beginner's guide to unleashing your entrepreneurial spirit



MODA ACADEMY

in partnership with

Muddy Stilettos

Introduction

STRENGTHS, PASSIONS & VALUES



C L A R I T Y

Identifying strengths, mapping out passions, and clarifying values are three crucial elements in the journey of becoming a successful entrepreneur. These exercises provide valuable insights into your unique qualities, aspirations, and principles, empowering you to make informed decisions and create a business that aligns with who you are. By understanding your strengths, passions, and values, you gain clarity and direction, allowing you to build a business that brings fulfillment and success.

Understanding your strengths unlocks your potential, embracing your passions fuels your drive, and defining your values guides your purpose as an entrepreneur. Together, they form the pillars of success and fulfillment in the digital realm.



Strengths Assessment

WORKSHEET

This worksheet will help you identify and reflect on your strengths as you embark on your entrepreneurial journey. Take your time to answer each question honestly and thoughtfully. Consider your skills, experiences, and personal qualities. Remember, your strengths will serve as a solid foundation for building a successful business.

What are your top skills and areas of expertise?

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What unique experiences or knowledge do you possess that can contribute to your business?

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What personal qualities or traits do you possess that can enhance your entrepreneurial journey?

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Reflect on your passions and interests. How can you incorporate them into your business?

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What values do you hold dear and want to align with your business?

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Think about the feedback you have received from others regarding your strengths. What positive qualities do they highlight?

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Identify any areas where you feel you need further development for improvement. how can you work on these areas?

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Consider the digital landscape and the specific niche or market you are exploring. How do your strengths align with the needs and demands of your target audience?

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Based on your strengths and the opportunities in the digital realm, what specific products, services or solutions can you offer to your target audience?

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How can you leverage your strengths to differentiate yourself from competitors and stand out in the online marketplace?

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Remember, this strengths assessment is a starting point to help you recognize and utilize your unique qualities. Use this worksheet as a guide to further explore and develop your strengths as you build your online business.





Section 2

PASSION MAPPING

This exercise will help you identify your passions and gain clarity on how to incorporate them into your entrepreneurial journey in the online realm. Take your time to reflect on each question and write down your responses. Remember, your passions will fuel your motivation and drive in building a successful online business.

1 What activities or hobbies make you lose track of time? Consider the things you enjoy doing purely for the sake of enjoyment.

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Activity / Hobby:

.....
Why does it bring you joy?

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How can you incorporate this into a business?

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2

Think about the subjects or topics that genuinely excite you. What are you naturally curious about?

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Subject / Topic:

Why does this ignite your curiosity?
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How can you integrate this into your business?
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.....

3

Reflect on the moments or achievements in your life where you felt a deep sense of fulfillment and accomplishment. What were you doing?

.....
Moment/Achievement:

Why did this moment/achievement bring you fulfillment?
.....

How can you pursue this passion within your business?
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4

Consider the problems or challenges in the world that resonate with you. What issues do you feel passionate about solving or contributing to?

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Problem/Challenge:

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Why does this problem/challenge matter to you?

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How can you address this passion through your business?
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.....

5

Think about the values or causes that are important to you. What social or environmental issues do you feel strongly about?

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Value/Cause:

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Why is this value/cause significant to you?

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How can you align your business with this cause?
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.....



6 Consider the skills or talents you possess. What are you naturally good at or enjoy doing?

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Skill/Talent:

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Why do you find joy in this skill/talent?

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How can you utilize this passion in your business?
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7 Other / Notes

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Remember, passion mapping is a dynamic process, and your passions may evolve and change over time. Use this exercise as a starting point to uncover your passions and explore how you can infuse them into your online entrepreneurial journey. Embrace the excitement and possibilities that arise from aligning your passions with your business endeavors.



Section 3

VALUES CLARITY

This values clarification exercise will help you identify and prioritize your core values, which will serve as guiding principles in your entrepreneurial journey. Reflect on each value statement and rate its importance to you. Be honest with yourself and trust your instincts as you go through this process.

How will you rate the following					
AUTHENTICITY		Never	Rarely	Sometimes	Always
	Being true to myself and my beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Aligning my actions with my values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Showing up as my genuine self in all aspects of my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Overall importance of Authenticity on a scale of 1 - 10 with 10 being most important: _____				

How will you rate the following					
INTEGRITY		Never	Rarely	Sometimes	Always
	Keeping promises and commitments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Upholding moral principals and transparency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Acting with honesty and ethics in all business dealings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Overall importance of Integrity on a scale of 1 - 10 with 10 being most important: _____				



How will you rate the following

INNOVATION

	Never	Rarely	Sometimes	Always
Embracing creativity and continuous learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embracing new ideas and exploring innovative solutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging a culture of innovation within my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall importance of Innovation y on a scale of 1 - 10 with 10 being most important: _____				

How will you rate the following

COLLABORATION

	Never	Rarely	Sometimes	Always
Building strong relationships and partnerships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working together to achieve shared goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valuing diverse perspectives and ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall importance of Collaboration on a scale of 1 - 10 with 10 being most important: _____				

How will you rate the following

EMPATHY

	Never	Rarely	Sometimes	Always
Understanding and empathizing with customers and stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting myself in others' shoes and considering their needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating a positive impact and fostering meaningful connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall importance of Empathy on a scale of 1 - 10 with 10 being most important: _____				



How will you rate the following

EXCELLENCE

	Never	Rarely	Sometimes	Always
Striving for high-quality products or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setting and achieving challenging goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continuously improving and exceeding expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall importance of Excellence on a scale of 1 - 10 with 10 being most important: _____				

How will you rate the following

SUSTAINABILITY

	Never	Rarely	Sometimes	Always
Considering environmental and social impacts of my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementing sustainable practices and minimizing waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contributing to a better future for the planet and communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall importance of Sustainability on a scale of 1 - 10 with 10 being most important: _____				

How will you rate the following

FLEXIBILITY

	Never	Rarely	Sometimes	Always
Adapting to change and embracing new opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balancing structure and openness to possibilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being agile and responsive to market trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall importance of Flexibility on a scale of 1 - 10 with 10 being most important: _____				



How will you rate the following

SERVICE

	Never	Rarely	Sometimes	Always
Making a positive difference in the lives of others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing value and exceptional customer experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going above and beyond to meet customer needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall importance of Service on a scale of 1 - 10 with 10 being most important: _____

How will you rate the following

GROWTH

	Never	Rarely	Sometimes	Always
Pursuing personal and professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeking continuous learning and expanding my skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embracing challenges and embracing new experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall importance of Growth on a scale of 1 - 10 with 10 being most important: _____

After rating the importance of each value, take a moment to review the values you rated highest. These are your core values—the principles that will guide your decision-making and shape the culture of your online business. Keep them in mind as you embark on your entrepreneurial journey, and refer back to them whenever you need to make important choices or prioritize your actions.

Remember, values can evolve over time, so revisit this exercise periodically to ensure your values remain aligned with your goals and aspirations.



what's next

IMPLEMENTATION: PUTTING IT ALL TOGETHER

Now that you have completed the strengths assessment, passion mapping, and values clarification exercises, it's time to integrate them into your entrepreneurial journey. Start by aligning your mission, vision, and values with your strengths and passions. Use your strengths to leverage opportunities and overcome challenges, while staying true to your passions ensures a sense of fulfillment and purpose.

Next, incorporate your values into every aspect of your business. From product development to customer interactions, make sure your values shine through. Communicate your mission, vision, and values clearly to your team, customers, and partners if applicable, as they will become the foundation of your brand identity and reputation.

As you progress on your entrepreneurial path, periodically revisit your strengths, passions, and values to ensure they remain aligned with your goals and aspirations. Adapt and refine them as needed, acknowledging that growth and evolution are natural in the entrepreneurial journey.

By embracing your strengths, passions, and values, you unleash your entrepreneurial spirit and pave the way for a fulfilling and successful venture. Remember, this workbook is just the beginning of your journey. Continuously learn, adapt, and grow, and let your unique qualities and values guide you towards building a thriving online business that makes a positive impact in the digital realm.



About MODA ACADEMY

As you embark on your entrepreneurial journey in the digital realm, remember that continuous self-discovery and personal growth are essential ingredients for success. By identifying your strengths, mapping out your passions, clarifying your values, and aligning them with your mission and vision, you will lay a solid foundation for building a thriving online business. Remember to leverage the resources and support available to you, such as the comprehensive courses and guidance offered by MODA Academy.

With their expertise and your newfound clarity, you'll be equipped to navigate the dynamic digital landscape and unlock your full potential as a successful entrepreneur.

FOR MORE
COURSES &
RESOURCES



About Muddy Stilettos

Muddy Stilettos was born out of a desire to create a collective where women can come together to share, learn, and grow. Founded by women, for women, our mission is to celebrate the strength, resilience, and creativity of women from all walks of life.

Our platform is designed to offer a diverse range of content and resources that resonate with the modern woman. Whether you're seeking motivational resources, candid conversations, or practical advice on a variety of topics, Muddy Stilettos has something for everyone.

Click [here](#) to learn more about Muddy Stilettos.

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