IP BEST PRACTICES

Values as a Guide

A best practice shared by Fernanda Ortega.

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Values as a Guide

Define personal values as a foundation for career choices, ensuring alignment between principles and professional goals.

Key steps

Begin by defining personal values as a foundation for your career choices, ensuring alignment between personal principles and professional goals.

Let values guide critical decisions, even when difficult, to maintain authenticity and sustainable growth.

Incorporate values-based tools, like the Ikigai framework, to help individuals visualize their impact and align their careers with their personal mission, fostering fulfillment and motivation.

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