



core values

LET'S FIND OUT YOUR CORE VALUES!

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EXERCISE 1

Circle any words that you feel you have a connection with. There are no right or wrong answers to this exercise and there is no limit to how many words you can choose from the list. The main point of this exercise is that you circle any words that appeal to you. It might be 52, 178 or 312, it doesn't matter.

JUST DON'T OVERTHINK IT!

Above and Beyond	Best	Comprehensive
Acceptance	Best People	Concentration
Accessibility	Bold	Concern for Others
Accomplishment	Boldness	Confidence
Accountability	Bravery	Confidential
Accuracy	Brilliance	Confidentiality
Accurate	Brilliant	Conformity
Achievement	Calm	Connection
Activity	Calmness	Consciousness
Adaptability	Candor	Consistency
Adventure	Capability	Content
Adventurous	Capable	Contentment
Affection	Careful	Continuity
Affective	Carefulness	Continuous Improvement
Aggressive	Caring	Contribution
Agility	Certainty	Control
Aggressiveness	Challenge	Conviction
Alert	Change	Cooperation
Alertness	Character	Coordination
Altruism	Charity	Cordiality
Ambition	Cheerful	Correct
Amusement	Citizenship	Courage
Anti-Bureaucratic	Clean	Courtesy
Anticipate	Cleanliness	Craftiness
Anticipation	Clear	Craftsmanship
Anti-Corporate	Clear-Minded	Creation
Appreciation	Clever	Creative
Approachability	Clients	Creativity
Approachable	Collaboration	Credibility
Assertive	Comfort	Cunning
Assertiveness	Commitment	Curiosity
Attention to Detail	Common Sense	Customer Focus
Attentive	Communication	Customer Satisfaction
Attentiveness	Community	Customer Service
Availability	Compassion	Customers
Available	Competence	Daring
Awareness	Competency	Decency
Balance	Competition	Decisive
Beauty	Competitive	Decisiveness
Being the Best	Completion	Dedication
Belonging	Composure	Delight

Democratic	Exciting	Hard Work
Dependability	Exhilarating	Harmony
Depth	Exuberance	Health
Determination	Experience	Heart
Determined	Expertise	Helpful
Development	Exploration	Heroism
Devotion	Explore	History
Devout	Expressive	Holiness
Different	Extrovert	Honesty
Differentiation	Fairness	Honor
Dignity	Faith	Hope
Diligence	Faithfulness	Hopeful
Direct	Family	Hospitality
Directness	Family Atmosphere	Humble
Discipline	Famous	Humility
Discovery	Fashion	Humor
Discretion	Fast	Hygiene
Diversity	Fearless	Imagination
Dominance	Ferocious	Impact
Down-to-Earth	Fidelity	Impartial
Dreaming	Fierce	Impious
Drive	Firm	Improvement
Duty	Fitness	Independence
Eagerness	Flair	Individuality
Ease of Use	Flexibility	Industry
Economy	Flexible	Informal
Education	Fluency	Innovation
Effective	Focus	Innovative
Effectiveness	Focus on Future	Inquisitive
Efficiency	Foresight	Insight
Efficient	Formal	Insightful
Elegance	Fortitude	Inspiration
Empathy	Freedom	Integrity
Employees	Fresh	Intelligence
Empower	Fresh Ideas	Intensity
Empowering	Friendly	International
Encouragement	Friendship	Intuition
Endurance	Frugality	Intuitive
Energy	Fun	Invention
Engagement	Generosity	Investing
Enjoyment	Genius	Investment
Entertainment	Giving	Inviting
Enthusiasm	Global	Irreverence
Entrepreneurship	Goodness	Irreverent
Environment	Goodwill	Joy
Equality	Gratitude	Justice
Equitable	Great	Kindness
Ethical	Greatness	Knowledge
Exceed Expectations	Growth	Leadership
Excellence	Guidance	Learning
Excitement	Happiness	Legal

Level-Headed	Performance	Relaxation
Liberty	Perseverance	Reliability
Listening	Persistence	Reliable
Lively	Personal Development	Resilience
Local	Personal Growth	Resolute
Logic	Persuasive	Resolution
Longevity	Philanthropy	Resolve
Love	Play	Resourceful
Loyalty	Playfulness	Resourcefulness
Mastery	Pleasantness	Respect
Maturity	Poise	Respect for Others
Maximizing	Polish	Respect for the Individual
Maximum Utilization	Popularity	Responsibility
Meaning	Positive	Responsiveness
Meekness	Potency	Rest
Mellow	Potential	Restraint
Members	Power	Results
Merit	Powerful	Results-Oriented
Meritocracy	Practical	Reverence
Meticulous	Pragmatic	Rigor
Mindful	Precise	Risk
Moderation	Precision	Risk Taking
Modesty	Prepared	Rule of Law
Motivation	Preservation	Sacrifice
Mystery	Pride	Safety
Neatness	Privacy	Sanitary
Nerve	Proactive	Satisfaction
No Bureaucracy	Proactively	Security
Obedience	Productivity	Self Awareness
Open	Profane	Self Motivation
Open-Minded	Professionalism	Self Responsibility
Openness	Profitability	Self-Control
Optimism	Profits	Self-Directed
Order	Progress	Selfless
Organization	Prosperity	Self-Reliance
Original	Prudence	Sense of Humor
Originality	Punctuality	Sensitivity
Outrageous	Purity	Serenity
Partnership	Pursue	Serious
Passion	Pursuit	Service
Patience	Quality	Shared Prosperity
Patient-Centered	Quality of Work	Sharing
Patient-Focused	Rational	Shrewd
Patients	Real	Significance
Patient-Satisfaction	Realistic	Silence
Patriotism	Reason	Silliness
Peace	Recognition	Simplicity
People	Recreation	Sincerity
Perception	Refined	Skill
Perceptive	Reflection	Skillfulness
Perfection	Relationships	Smart

Solitude
Speed
Spirit
Spirituality
Spontaneous
Stability
Standardization
Status
Stealth
Stewardship
Strength
Structure
Succeed
Success
Support
Surprise
Sustainability
Sympathy
Synergy
Systemization
Talent
Teamwork
Temperance

Thankful
Thorough
Thoughtful
Timeliness
Timely
Tolerance
Tough
Toughness
Traditional
Training
Tranquility
Transparency
Trust
Trustworthy
Truth
Understanding
Unflappable
Unique
Uniqueness
Unity
Universal
Useful
Utility

Valor
Value
Value Creation
Variety
Victorious
Victory
Vigor
Virtue
Vision
Vital
Vitality
Warmth
Watchful
Watchfulness
Wealth
Welcoming
Willfulness
Winning
Wisdom
Wonder
Worldwide
Work/Life Balance

Once you have been through the entire list and circled the words that mean the most to you, move onto exercise 2.

EXERCISE 2

Now that we have your initial choices, we need to narrow those down further to the 25 that mean the most to you. Write them in the box below.

Once you've done that, move onto exercise 3.

TIP: Sometimes it can help to write all of your words onto post-it notes and view them together on a wall. This can help make the selection process easier.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

EXERCISE 3

Now I want you to narrow those 25 down to 15.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

EXERCISE 4

Lastly, I want you to narrow down the 15 above to 5* core values.
These will be your compass, your true north.

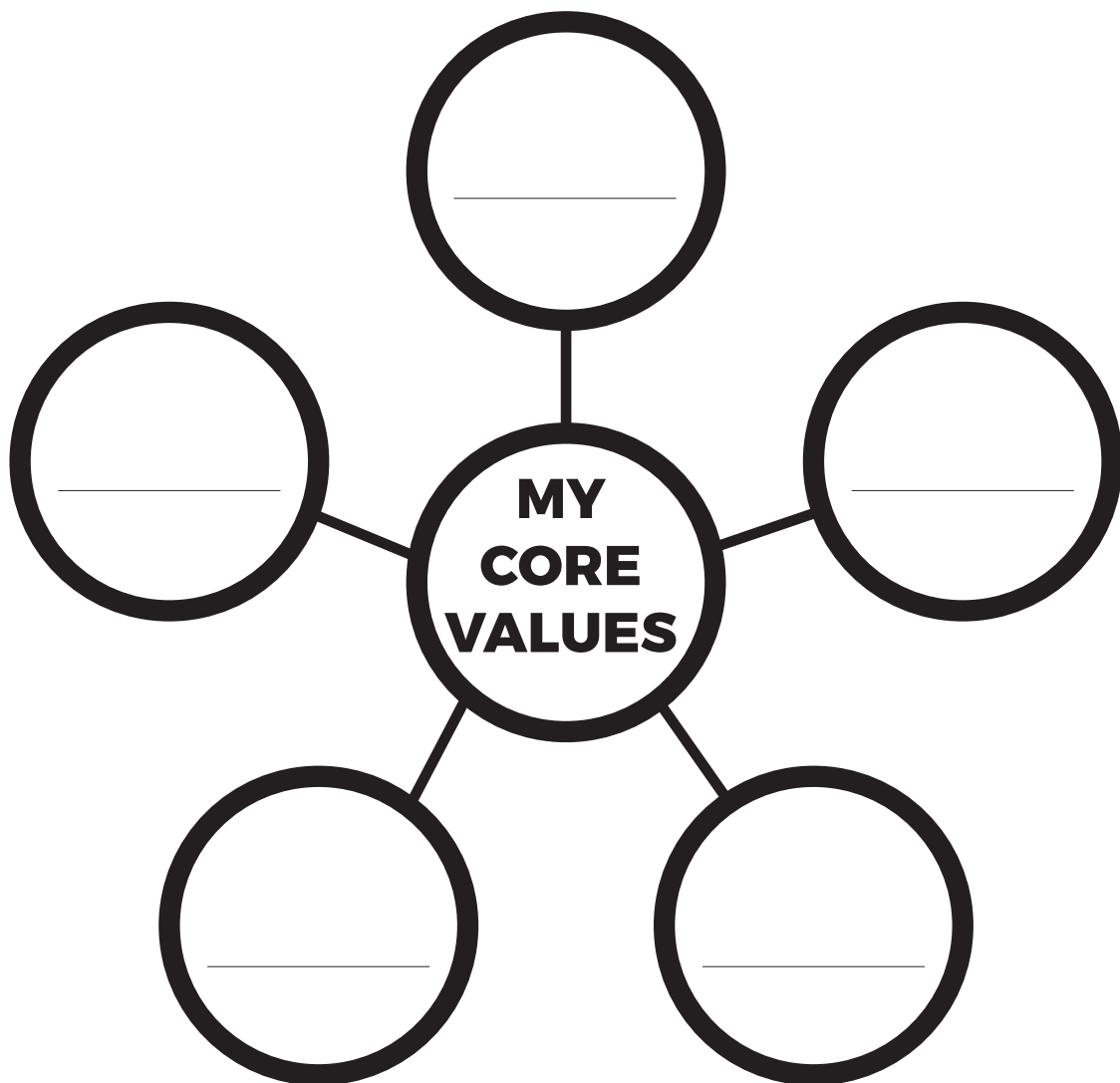
1. _____
2. _____
3. _____
4. _____
5. _____

*You may decide you only have 3 or 4 strong and meaningful core values.

YOUR CORE VALUES

Now that you have your core values, these will help guide you in areas such as planning, strategy, marketing, advertising and copy. They should be referred to whenever you do anything with your brand.

It is through actions and consistent use of your core values that people will get to know them. You shouldn't expect people to read about them in a brochure or on a web page. People need to experience your values through your actions. This is how they will describe your brand to others, how they 'feel' about your brand.





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