

# VALUES WORKBOOK

Values  
are the  
Anchor  
for your brand



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every day i'm branding  
Inc.

## VALUES WORKBOOK

Preparing your corporate values is an important exercise and the first step to ensuring that your company is consistently represented in all interactions with clients, suppliers, associates and staff. Your values will act as an anchor for your brand and a benchmark on which to make business decisions.

### STEP 1: BRAINSTORM SESSION

Write down all the answers you can think of to the following question, aim for at least 20, if you require more space you can use the back of this sheet or print a second copy. You can write them down as they come, or if you are working as a team, it can be helpful to use index cards to lay them out and then record afterward.

***“What is important at our company and what is unique about working here?”***

1.

2.

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19.

20.

## STEP 2: GROUPING

The next step is to begin grouping similar themed answers together, until you have 4-5 groups. Any answers that don't fit in a particular group can be 'parked' as they may spark conversation down the road, do not discard.

GROUP 1:

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GROUP 2:

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GROUP 3:

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GROUP 4:

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GROUP 5:

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PARKING LOT:

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### STEP 3: CONDENSE

Choose one word that adequately describes the group, write it next to the group number. You can use the following list for inspiration, however, do NOT refer to this list before this point as it will subconsciously influence your initial answers.

|                 |                |               |
|-----------------|----------------|---------------|
| Accomplishment  | Curiosity      | Integrity     |
| Accuracy        | Determination  | Joy           |
| Acknowledgement | Directness     | Kindness      |
| Adventure       | Discovery      | Learning      |
| Authenticity    | Ease           | Love          |
| Collaboration   | Effortlessness | Loyalty       |
| Community       | Empowerment    | Orderliness   |
| Compassion      | Enthusiasm     | Participation |
| Comradeship     | Environment    | Partnership   |
| Confidence      | Excellence     | Passion       |
| Connectedness   | Focus          | Strength      |
| Contentment     | Freedom        | Tact          |
| Contribution    | Friendship     | Thankfulness  |
| Cooperation     | Fun            |               |
| Courage         | Generosity     |               |
| Creativity      | Gentleness     |               |

### STEP 4: DEFINE

Once your 4-5 values have been determined, create a definition for each one containing how it relates to your company and culture and how you represent this value in your internal and external interactions.

#### VALUE 1:

List the ways you incorporate this value in your interactions with clients, suppliers, associates and staff:

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**VALUE 2:**

List the ways you incorporate this value in your interactions with clients, suppliers, associates and staff:

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**VALUE 3:**

List the ways you incorporate this value in your interactions with clients, suppliers, associates and staff:

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**VALUE 4:**

List the ways you incorporate this value in your interactions with clients, suppliers, associates and staff:

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**VALUE 5:**

List the ways you incorporate this value in your interactions with clients, suppliers, associates and staff:

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**STEP 5: PROMOTE**

Once you have established your organization's core values, your corporate culture must fully represent them. It can be beneficial to engage staff in the value creation exercise so that they feel ownership in the process, however, if that isn't a possibility, schedule a meeting to explain the process and why they are important. Begin to hire and fire by your values, have them displayed prominently where staff congregate so that they can regularly see them. Add them to your website and employee guide book and be sure to refer to them regularly in meetings and when making important business and internal decisions. You will find that decision making will become much easier with this clear benchmark in place and you will also start to see clarity in your brand both internally and externally and as a result, so will your staff and clients.

For more information on how to integrate your values into your brand strategy or to put together a set of authenticity statements, schedule a complimentary meeting with Alix by visiting [www.everydayimbranding.com/contact](http://www.everydayimbranding.com/contact)