

Core values worksheet

Ask yourself the question: *For what do I want people to remember my brand?*

01. FIRST TEN

List the circled words from the word bank. Go with your gut, notice the words you gravitate towards.

A large, empty light green rectangular box for writing the first ten words.

02. EDIT YOURSELF

Cross out words and combine others, replace combined words with more accurate words—keep tweaking the list until you arrive at 5 core values.

A large, empty light green rectangular box for editing the list of words.

03. FINAL EDITS

Be honest with yourself. Can you hone in on just three core values? Do you still have values that mean similar things? Be ruthless with your examination.

A large, empty light green rectangular box for final editing of the core values.

04. SHOW YOUR WORK

List each core value and explain in a short sentence what it means to your brand specifically. If you can't articulate it concisely—maybe it is not a true value.

A large, empty light green rectangular box for explaining each core value.

*ex. If your value is **service**, you could state, "We predict and act upon our client's needs."*