

Brand Values Worksheet

Values = Beliefs or standards (Webster)

= Principles, standards, or qualities considered worthwhile or desirable (dictionary.com)

Brand Character Values

Which values are so inherent in our organization that if they disappeared, our organization would cease to exist as it is?

Which values does our organization consistently adhere to in the face of all obstacles?

Does the word *passionate* come to mind when you think of a value and apply it to our organization?

Which of the following does our organization's culture value and reward?

Community	Connection	Sense of urgency
Honesty	Positive outlook	Performance
Technological	Speed	Safety
Innovation	Commitment	Comfort
Growth	Under promise, over deliver	Integrity
Consumer focused	Efficiency	Health
Diversity	Fun	Quality
Creativity	Family	Education
Friendliness	Substance	Fairness
Trust	Simplicity	People
Accountability	Entertainment	Warmth
Excellent service	Expertise	Precision
Irreverence	Faith	
Nurturing	Inspiration	Are there other words that say it better?
Best value	Responsiveness	_____
Teamwork	Authenticity	_____
Competitive	Aspiration	_____
Reliable	Pragmatism	
Humble	Service	