Values Worksheet

**Client Name:**

**Date:**

**Step 1: Brainstorm good things to seek after**

What qualities do you want your brand to be associated with?

| Honesty, quality dentistry that is affordable. |
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What’s the fastest way an employee at your company could merit a raise? What actions would help them be considered for promotion?

| Hard work, initiative  Honesty, Treat everyone equally |
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**Step 2: Brainstorm bad things you want to avoid**

What qualities do you/your organization hate?

| Poor quality |
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What’s the fastest way for an employee to get fired?

| Dishonesty |
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**Step 3: List Values**

List the values that you want your company/brand to embody. We recommend trying to stay between 3 and 10. For each value, try to turn it into an actionable statement (verbs are better than adjectives) instead of a single word. For instance, if the value you thought of was ‘honesty’ we could turn that into ‘tell all of the turh, all of the time’.

| Value | Statement |
| --- | --- |
| Honest Treatment Plan | We are giving each patient an honest treatment plan regardless of anything.  Give an honest plan |
| Quality Work | We give each patient the same quality work, as if they were our family.  Treat everyone like family. |
| Fair Pricing | We keep our prices fair to be able to give our patients quality work that they can still afford.  Keep prices fair |
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