Values Worksheet

**Client Name:**

**Date:**

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

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

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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?

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**Step 2: Brainstorm bad things you want to avoid**

What qualities do you/your organization hate?

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

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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’.

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| Value | Statement |
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