Values Worksheet

**Client Name:**

**Date:**

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

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

| Compassion, Respect, Professionalism, Quality, Individuality, Opportunity, Trust, Passion, Experience, Knowledge, |
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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?

| Team player, treat everyone with respect, problem solver, motivated to improve their craft, professional, hard-worker, positive feedback from patients |
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**Step 2: Brainstorm bad things you want to avoid**

What qualities do you/your organization hate?

| Not punctual, hypocrisy, extreme disorganization, unreliability, disloyalty, Pessimism, |
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What’s the fastest way for an employee to get fired?

| Be whiny, drama and gossip, FRAUD/stealing/general untrustworthiness, abuse of any kind, |
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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 truth, all of the time’.

| Value | Statement |
| --- | --- |
| Compassion | Put compassion first |
| Integrity | Prioritize Integrity before profit |
| Passion | Help Passionately. |
| Individuality | Different Is Good |
| Trust  Reliability  Teamplayer | Be the one |
| Positive | Make it better with a smile |
| Fun Enjoyment | Make it fun |
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