

# BUILD A STAND-OUT BRAND

## Mission 1:



## Uncover and express your values

Below you'll find a list of values that you can print and cut out into cards. You can also just print the worksheet and organise the values into order of importance with colours or number ratings.

### STEP ONE

Cut out the cards and put them into three piles – **NOT IMPORTANT**, **IMPORTANT** and **VERY IMPORTANT**

*OR*

Number them 1-3 with a pen (1 being not important, 2 being important and 3 being very important)

### STEP TWO

Now take another look; which values jump out at you as the things you would never compromise on?

### STEP THREE

Why not add a few of your own values? Is there anything that hasn't been captured already? Add any other values to the relevant columns.

## STEP FOUR

Discard the first two categories and focus on the **VERY IMPORTANT** pile. You want to drill down to 3-5 core values.

## STEP FIVE

Test the final values - how are you expressing these values right now? Are they coming through on your website or in social media? Through your customer experience, the way you treat staff and the way in which you operate? How can you express them more clearly so that you attract like-minded customers that share the way you look at the world?

### ACHIEVEMENT

to have important accomplishments

### ADVENTURE

to have new and exciting experiences

### AUTHORITY

to be in charge of and responsible for others

### BEAUTY

to appreciate beauty around us

### CARING

to take care of others

### CHALLENGE

to take on difficult tasks and problems

## CHANGE

to have a work life full of change and variety

## COMFORT

to have a pleasant and comfortable life

## COMPASSION

to feel and act on concern for others

## CONTRIBUTION

to make a lasting contribution in the world

## COOPERATION

to work collaboratively with others

## COURTESY

to be considerate and polite toward others

## CREATIVITY

to have new and original ideas

## DEPENDABILITY

to be reliable and trustworthy

## DUTY

to carry out our duties and obligations

## ECOLOGY

to live in harmony with the environment

**FLEXIBILITY**

to adjust to new circumstances  
easily

**FORGIVENESS**

to be forgiving of others

**FRIENDSHIP**

to have close, supportive friends

**FUN**

to play and have fun

**GENEROSITY**

to give what we have to others

**GROWTH**

to keep changing and growing

**HEALTH**

to be physically well and healthy

**HELPFULNESS**

to be helpful to others

**HONESTY**

to be honest and truthful

**HUMOUR**

to see the humorous side of  
ourselves and the world

## JUSTICE

to promote equal and fair treatment

## KNOWLEDGE

to learn and contribute valuable knowledge

## LEISURE

to take time to relax and enjoy

## MASTERY

to be competent in everyday activities

## MINDFULNESS

to live conscious and mindful of the present moment

## MODERATION

to avoid excesses and find a middle ground

## NON-CONFORMITY

to question and challenge authority and norms

## OPENNESS

to be open to new experiences, ideas, and options

## ORDER

to have a life that is well-ordered and organized

## PASSION

to have deep feelings about ideas, activities, or people

**PLEASURE**

to feel good

**POPULARITY**

to be well-liked by many people

**POWER**

to have control over others

**RATIONALITY**

to be guided by reason and logic

**REALISM**

to see and act realistically and practically

**RESPONSIBILITY**

to make and carry out responsible decisions

**RISK**

to take risks and chances

**SAFETY**

to be safe and secure

**SERVICE**

to be of service to others

**SIMPLICITY**

to live life simply, with minimal needs

**SPIRITUALITY**

to grow and mature spiritually

**STABILITY**

to have a life that stays fairly consistent

**TOLERANCE**

to accept and respect those who differ from us

**TRADITION**

to follow respected patterns of the past

**WEALTH**

to have plenty of money

**OTHER VALUE:****OTHER VALUE:****OTHER VALUE:****OTHER VALUE:****OTHER VALUE:**

This activity is adapted from the Personal Values Card Sort (2001), developed by W.R. Miller, J. C'de Baca, D.B. Matthews, and P.L. Wilbourne, of the University of New Mexico.