



who do you think you are?

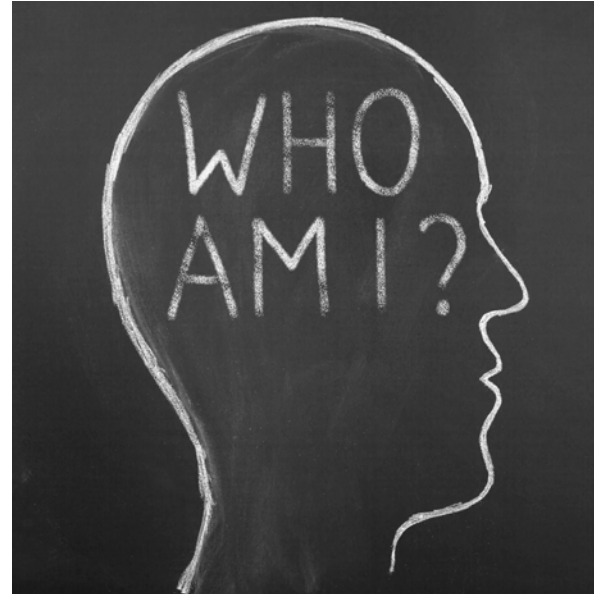
defining your company values is at the core of good branding

In the movie *The Breakfast Club* they had to answer this question during detention on a Saturday. Detention on a Saturday? That seems excessive.

As a company, do you know who you are? What do you value?

The more you can define your core values as a company the more you can articulate that efficiently and succinctly to your clients, prospects and even employees.

Follow these basic guidelines and you'll be well on your way to creating a strong solid brand identity.



1 who is this for?

Values are typically set by senior leadership. As leaders of the organization they are the ones that set the tone.

List your top 10-15 values (from the list provided or create your own list)
Compare your list to the list of qualities your best employees have had. Does it match? Have you chosen qualities you truly value or ones you want to exhibit. Stick with what's real.

2 how do you do it?

Start with the employee worksheet. Think about the three best employees you have or have had. What made them the best? What qualities did they exhibit on a regular basis. (You may also think about the worst and why they were the worst to help see the contrast.)

Narrow your list to 3 or 4. More than that it becomes cumbersome to remember and can lose focus.

3 now what?

Live these core values and let the core values drive the business decisions you make from hiring employees to marketing messages to your clients. It's all tied together.

Are you thinking what we're thinking? Think Pixa for all things strategy & design!

employee exercise

List the three best employees that have ever worked for you. Examine why they are/were the best.

Employee 1:

Employee 2:

Employee 3:

values

Choose the 10 – 15 values that you feel are most important at this time in your life and group them together in strings. Example: Collaboration/Community/Full self-expression Next, after some reflection, list your three most important values.

Accountability	Empowerment	Leadership	Risk-taking
Accuracy	Enthusiasm	Legacy	Self-disclosing
Achievement	Environment	Leisure	Self-esteem
Acknowledgment	Excellence	Lightness	Self-expression
Advancement	Excitement	Location	Service
Adventure	Elegance	Love	Sharing
Aesthetics	Fairness	Loyalty	Skills
Affection	Family	Money	Spirituality
Attitude	Free Spirit	Neighbors	Spontaneity
Authenticity	Free Time	Neighborhood	Stability
Autonomy	Focus	Nurturing	Stewardship
Beauty	Forgiveness	Orderliness	Strength
Bonding	Forward the Action	Parenting	Success
Caring	Freedom	Partnership	Time
Challenge	Friendship	Participation	Time Freedom
Change	Goal Setting	Passion of Purpose	Timely
Children	Growth	Performance	Toys
Choice	Happiness, Family	Personal Power	Tradition
Collaboration	Happiness, Personal	Peace	Trust
Commitment	Health	Peak Performance	Trustworthiness
Communication, Open &	Help Others	People	Truth
Direct	Help Society	Play	Truthfulness
Community	Harmony	Pleasure	Uniqueness
Compassion	Honesty	Positive Mental Attitude	Vision
Comradeship	Honorable	Possessions	Vitality
Connectedness	Humor	Power	Walking Your Talk
Consistency	Independence	Productivity	Winning
Constructive	Information	Precision	Work, Hard
Contribution	Integrity	Quality	Wealth
Creativity	Intellectual Status	Recognition	Wisdom
Dependability	Intimacy	Relationships	Zest
Dignity	Joy	Respect	(Add your own)
Directness	Knowledge	Responsibility	_____
Duty	Knowing	Responsiveness	_____
Economic Security	Lack of Pretense	Romance	