

# VALUES

## Brand Personality Worksheet



Values set guides and boundaries for what we believe and how we make important decisions. Without clearly defined values we will be easily swayed and make decisions inconsistent with our goals and cause confusion both internally and with our clients.

Review the attributes listed on the following pages and circle the top 10 personality traits that best describe your organization.

Then go back and narrow those 10 to the top 5 Values.

Share your top 5 with your team and see if you have any shared values. Press each other to explore why each person picked the values they did and work towards a shared top 5.

As a team, decide on the top 5 values and fill them in below. Post your values where you will see them everyday!

# TOP 5 VALUES

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# VALUES

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# 7DRM

- |               |             |               |               |
|---------------|-------------|---------------|---------------|
| accomplished  | cooperative | endurable     | hilarious     |
| achieving     | courageous  | energetic     | honest        |
| adaptable     | creative    | entertaining  | honorable     |
| addicted      | credible    | enthusiastic  | hospitable    |
| adorable      | cultured    | excellent     | human         |
| agile         | curious     | excited       | humble        |
| agreeable     | dashing     | exclusive     | industrious   |
| alert         | dazzling    | expert        | informal      |
| alluring      | debonair    | exuberant     | innovative    |
| ambitious     | decisive    | fabulous      | instinctive   |
| amused        | dedicated   | fair          | intelligent   |
| approachable  | delightful  | faithful      | jolly         |
| attentive     | dependable  | fantastic     | joyous        |
| authentic     | detailed    | fearless      | just          |
| available     | determined  | fine          | kind-hearted  |
| benevolent    | desire      | flexible      | knowledgeable |
| bold          | destined    | forgiving     | leader        |
| boundless     | diligent    | frank         | level         |
| brave         | discerning  | free          | likeable      |
| bright        | discreet    | friendly      | lively        |
| calm          | dreamer     | fun           | lovely        |
| capable       | driven      | funny         | loving        |
| cautious      | dynamic     | goal-oriented | loyal         |
| charming      | eager       | generous      | lucky         |
| cheerful      | egghead     | gentle        | mature        |
| comfortable   | efficient   | global        | meek          |
| committed     | elated      | glorious      | modern        |
| community     | elite       | good          | nice          |
| compassionate | eminent     | grateful      | obedient      |
| comprehensive | emotional   | happy         | obsessed      |
| confident     | enchanting  | harmonious    | optimistic    |
| connected     | encouraging | helpful       | orderly       |

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painstaking	sedate	tough
passionate	selective	transparent
patient	self-assured	trustworthy
peaceful	self-controlled	truthful
perfect	sensitive	unbiased
performing	serious	unusual
proactive	shrewd	upbeat
persuasive	silly	value-oriented
pleasant	simple	versatile
powerful	sincere	vigorous
premium	stimulating	virtuous
productive	skillful	visionary
protective	slick	vivacious
proud	smart	warm
proven	smiling	weird
punctual	specific	willing
pursuing	splendid	wise
purposeful	steadfast	witty
quiet	stimulating	wonderful
quirky	strategic	zany
receptive	structured	zealous
reflective	stylish	
relieved	successful	
resolute	succinct	
resourceful	tailored	
responsible	talented	
responsive	thorough	
results-oriented	thought-leader	
righteous	thoughtful	
romantic	thrifty	
safe	thriving	
savvy	tolerant	