

BRAND FOUNDATION
BRAND VALUES

**“Your brand serves as your
best protection against factors
you can’t control.”**

Dan Schawbel

BRAND VALUES

Notes:

value

['valyoo]

a person's principles or standards of behavior; one's judgment of what is important in life.

7 Benefits of Establishing Brand Values

Benefit 1

Brand values will help make decisions that align with your brand's mission.

Benefit 2

Brand values help to remain true to your brand goals and will increase employee engagement.

Benefit 3

Brand values make your brand more memorable.

Benefit 4

Brand values will create deep emotional connections with your audience.

Benefit 5

Brand values will maintain brand authenticity.

Benefit 6

Brand values will guide everyone on your team and maintain consistency.

Benefit 7

Brand values will inspire brand loyalty.

Notes:

Make a list of brands that you admire for inspiration, within and outside of your industry. What are the qualities of these brands that resonate with you, and want to demonstrate? Focus on those qualities that your brand can follow.

Gather your team for a brain dump. Create lists of words and short phrases that describe the values that are important. Ask the team questions like: “What do you value most as a brand?” “What does the brand stand for?”. Think about reasons why your target audience would choose your brand over the competition. We’re not looking for refined quality at this point, just ideas that lead to other ideas. Be sure to come with an open mind, and let go of any preconceived notions you have about your brand. Use action words that the employees can live by. Aim to list at least 20 words or phrases.

Take the list of 20 or so words and cut out the noise. You want to create the most impact you can, so get rid of the words that dilute the message. The final list should include values that describe what your brand stands for, and are actively demonstrating now. This should not be your brand vision, or what your brand wants to become.

Take the final list of words and combine them into a few phrases or sentences. Use Short, impactful phrases that are easy to recall and trigger a response. Be sure to differentiate your brand from the competition. Your brand's values should not describe every other business in the industry.

Think of negative situations you've experienced with other brands before, specifically those of the competition. How did those experiences make you feel? And what can your brand do that will ensure that it does not create the same experience for your customer?

Do a final audit of the phrases and craft the perfect set of brand values. Align them with what your brand is already doing. Ask why your brand is doing them and why they are important.

Brand Values Inspiration List

Circle about 20 words that are most important to your brand. Use the space to the right to include any additional words that are not in the list.

Abundance	Discovery	Hard work	Popularity
Acceptance	Discretion	Harmony	Positivity
Accessibility	Diversity	Health	Potential
Accountability	Dreams	Heart	Power
Accuracy	Drive	Heroism	Precision
Activeness	Duty	History	Pride
Adaptability	Eagerness	Honesty	Privacy
Adventure	Ease of use	Honour	Productivity
Affection	Economy	Hope	Professionalism
Ambition	Education	Humility	Progress
Appreciation	Effectiveness	Humor	Purity
Approachability	Elegance	Imagination	Quality
Attention to detail	Empathy	Impact	Recognition
Balance	Empowering	Individuality	Reflection
Beauty	Energy	Innovation	Relationships
Belonging	Engagement	Insight	Reliability
Bravery	Enjoyment	Inspiration	Resilience
Capability	Entertainment	Integrity	Resourcefulness
Care	Enthusiasm	Intelligence	Respect
Change	Entrepreneurship	Intimacy	Responsibility
Charity	Environment	Intuition	Safety
Clarity	Equality	Joy	Satisfaction
Cleanliness	Evolution	Justice	Security
Collaboration	Excellence	Kindness	Sharing
Comfort	Excitement	Knowledge	Simplicity
Commitment	Exhilaration	Leadership	Sincerity
Communication	Expertise	Learning	Skill
Compassion	Exploration	Liveliness	Speed
Confidence	Fairness	Logic	Spontaneity
Connection	Faith	Longevity	Stability
Consistency	Family	Love	Strength
Control	Fame	Loyalty	Success
Cooperation	Fascination	Mastery	Support
Courage	Fearlessness	Mindfulness	Sustainability
Craftiness	Firmness	Motivation	Talent
Craftsmanship	Fitness	Neatness	Teamwork
Creativity	Flexibility	Optimism	Thoughtfulness
Credibility	Focus	Organisation	Tolerance
Curiosity	Freedom	Originality	Trust
Customer satisfaction	Freshness	Partnership	Truth
Customer-centric	Friendship	Passion	Understanding
Daring	Fun	Patience	Uniqueness
Dedication	Generosity	Peace	Unity
Dependability	Genius	Perception	Value
Determination	Genuineness	Performance	Variety
Devotion	Goodwill	Persistence	Virtue
Dignity	Gratitude	Personal development	Vision
Diligence	Growth	Playfulness	Warmth
Directness	Guidance	Poise	Welcoming
Discipline	Happiness	Polish	Wonder

Notes:

Brand Values Types:

Foundational Values: These are the core values that underpin your brand's identity and are non-negotiable. Examples might include honesty, integrity, and respect.

Aspirational Values: These are the values that your brand aspires to embody, and are often tied to your brand's mission or vision. Examples might include innovation, creativity, and sustainability.

Cultural Values: These are the values that reflect your brand's relationship with its audience, and are often tied to your brand's personality or tone of voice. Examples might include authenticity, empathy, and inclusivity.

Build Your Brand Values

STEP 1: Most Important Words

List the top 20 words that are most important to your brand.

STEP 2: Narrow The List

Take the list of 20 or so words and cut out the noise. You want to create the most impact you can, so get rid of the words that dilute the message. The final list should include values that describe what your brand stands for and are actively doing now.

Notes:

STEP 3: Expand to Phrases

Take the final list of words and combine them into a few phrases or sentences. Use Short, impactful phrases that are easy to recall and trigger a response. Be sure to differentiate your brand from the competition. Brand values should not describe every other business in the industry.

Notes:

[Value 5]: [Description of the value and why it is important to your brand]

Later in this curriculum, you will develop a brand's voice and messaging. This will provide the perfect opportunity for to introduce your brand's values into how your brand speaks to your audience.



Text Me:

830-250-5370

Email Me:

chris@BrandsByChris.com

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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