

CORE VALUES

How to Use This Worksheet

Select the values that resonate with your brand (not you as an individual!).

Then, narrow it down to your top 3 core values. These will act as your compass for decision making, strategy and growth.

Integrity & Ethics

- Honest
- Transparent
- Fair
- Accountable
- Reliable
- Trustworthy
- Authentic
- Responsible
- Just
- Respectful

Personal Growth & Learning

- Curious
- Creative
- Innovative
- Growth-oriented
- Open to learning
- Open-minded
- Adaptable
- Disciplined
- Wise
- Independent

Relationships & Community

- Compassionate
- Empathetic
- Kind
- Caring
- Loving
- Friendly
- Connected
- Inclusive
- Loyal
- Supportive

Achievement & Ambition

- Excellent
- Accomplished
- Ambitious
- Determined
- Driven
- Motivated
- Successful
- Skilled
- Professional
- Confident

Work & Contribution

- Service-oriented
- Contributive
- Collaborative
- Team-focused
- Mentoring
- Leading
- Proactive
- Resourceful
- Dedicated
- Hardworking

Freedom & Independence

- Autonomous
- Flexible
- Free
- Decisive
- Individualistic
- Self-reliant
- Adventurous
- Explorative
- Risk-taking
- Courageous

Wellbeing & Balance

- Healthy
- Energetic
- Well
- Balanced
- Rested
- Mindful
- Peaceful
- Simple
- Nurturing
- Playful

Social & Environmental

Responsibility

- Sustainable
- Protective
- Community-minded
- Generous
- Giving
- Philanthropic
- Equal
- Diverse
- Inclusive
- Justice-minded

Spiritual & Higher Purpose

- Faithful
- Spiritual
- Hopeful
- Grateful
- Purposeful
- Meaningful
- Humble
- Forgiving
- Compassionate
- Service-driven

Wealth & Security

- Prosperous
- Secure
- Safe
- Abundant
- Efficient
- Prepared
- Comfortable
- Orderly
- Protective
- Legacy-focused