

# Core Values *Worksheet*

Guard against brand blind spots by updating your Core Values. Core Values are the backbone of **who your brand is** and **how your brand interacts** with customers, prospects, and partners.

List your organization's core values:

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Note the 6 most important:

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Now, put a plus (+) next to the values that relate directly to fulfilling customer needs. Put a minus (-) next to the values that don't relate directly to fulfilling customer needs.

## *How about an example?*

### **Our Core Values: Receptive. Responsive. Resourceful.**

The direct connection to 'responsive' is same work-day responses to customer, prospect, and partner messages. Another important action that is a result of this core value is to communicate with the customer via the media that work best for them first, and us second – so emails, phone calls, text messages, Zoom chat, etc.

Prioritize the 3 most important values that relate to fulfilling client needs:

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Describe how each value fulfills a specific customer need:

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## *Now what?*

- **Get feedback** on Core Values from leadership and trusted colleagues and partners.
- **Post Core Values** in the office kitchen or other community areas.
- **Make Core Values items** like cards, clocks, or pens and give to employees as a reminder.
- **Align customer-facing processes** to Core Values whenever possible.

## *Need help?*

**Contact us.**

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**bTd** BRAND