

# My Brand Values

## Your brand values should guide the decisions and actions of your brand

When you are your brand, your personal values become the values of your brand and they should guide your business actions and behaviours so that over time customers recognise what you hold dear. Your values give your customers an opportunity to identify with you, especially if they hold the same values themselves. It gives you the chance to build trust with your audience.

For example: **If you value the environment, talk about the actions you are taking as a brand to save the environment such as using recycled paper or packaging.**

Here are some examples of values you may identify with...

Inspiration	Innovation	Enthusiasm
Achievement	Challenge	Fairness
Dependability	Boldness	Optimism
Reliability	Creativity	Family
Adventure	Good humor	Respect
Commitment	Compassion	Health
Learning	Spirit of adventure	Making a Difference
Balance	Decisiveness	Fitness
Consistency	Environmentalism	Courage
Honesty	Positivity	Kindness
Efficiency	Empathy	Mindfulness

**My VALUES** Write a list of values which are important to you that affect your decisions every day...

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**Only talk about values which you truly believe in and commit to every day**

If your audience sense that you are not being authentic, you will loose any relationship you have built with them.

From your list, identify the top 3 which you value the most and want to apply to your brand.

To make them unique, define why each value is important to you.

*For example: **Respect - Please and thank you go a long way. Always write as though you were speaking to a person face-to-face.***

**Value**

**Statement**

**Value**

**Statement**

**Value**

**Statement**