

## CORE VALUE EXERCISE

1. Write down everything you can think of in relation to your business. How do you want to be perceived, the things that are incredibly important to you and your company. What do you want your clients to feel? Your employees and colleagues?

For example, if you're a luxury brand you might include values such as abundance, premium, exclusive. If the environment is important to you and your clients then I'd expect to see values such as sustainability, natural. Is it important for you to have integrity, transparency, is education important?

Anything goes. Don't edit your thoughts, write everything down as ideas pop into your head. When you think you're out of ideas, try to keep going. Sometimes the best concepts are past that first blank spot. Aim for 15.


2. Take a look at your big list of values and see if there's a common theme. Often you can group a few together under one term. Now, put them in order of priority.

List your top three:

- 1.
- 2.
- 3.

3. Which of these three jumps out at you as the most important?

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This is the core value you need to embody. It's what you represent to your target audience. Use it to make decisions: ask "Is this consistent with our core value?" It will drive your business, give you focus, and make sure you're spending your marketing budget in the right way.