90 DAY REBRAND

BRAND VALUES

STAGE 4: MODULE 13

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

Dan Schawbel

BRAND VALUES

value

[ˈvalyōō]

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

7 Benefits of Establishing Core 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 values 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:

8 Steps to Discover Your Brand Values

1 Get Inspired

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 yourself? Focus on those qualities that you can follow in your business.

2 Initiate a Brainstorming Session

Gather your team for a brain dump. Create lists of words and short phrases that describe the values that are important to you. Ask your team questions like: “What do we value most as a company?” “What does our company stand for?”. Think about reasons why your target audience would choose you 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 the organization. Use action words that your employees can live by. Aim to list at least 20 words or phrases.

3 Trim Your List

Take your 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 your message. Your final list should include values that describe what you stand for, and are actively doing in your business now. This should not be your brand vision, or what you want to become.

4 Expand to Phrases

Take your final list or 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 yourself from the competition. Your brand values should not describe every other business in your industry.

5 Reflect on Negative Experiences

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 company do that will ensure that you do not create the same experience for the customer?

6 Align with How You Demonstrate These Values

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

Notes:

Brand Values Inspiration List

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

Abundance
Acceptance
Accessibility
Accountability
Accuracy
Activeness
Adaptability
Adventure
Affection
Ambition
Appreciation
Approachability
Attention to detail
Balance
Beauty
Belonging
Bravery
Capability
Care
Change
Charity
Clarity
Cleanliness
Collaboration
Comfort
Commitment
Communication
Compassion
Confidence
Connection
Consistency
Control
Cooperation
Courage
Craftiness
Craftsmanship
Creativity
Credibility
Curiosity
Customer satisfaction
Customer-centric
Daring
Dedication
Dependability
Determination
Devotion
Dignity
Diligence
Directness
Discipline

Discovery
Discretion
Diversity
Dreams
Drive
Duty
Eagerness
Ease of use
Economy
Education
Effectiveness
Elegance
Empathy
Empowering
Energy
Engagement
Enjoyment
Entertainment
Enthusiasm
Entrepreneurship
Environment
Equality
Evolution
Excellence
Excitement
Exhilaration
Expertise
Exploration
Fairness
Faith
Family
Fame
Fascination
Fearlessness
Firmness
Fitness
Flexibility
Focus
Freedom
Freshness
Friendship
Fun
Generosity
Genius
Genuineness
Goodwill
Gratitude
Growth
Guidance
Happiness

Hard work
Harmony
Health
Heart
Heroism
History
Honesty
Honour
Hope
Humility
Humor
Imagination
Impact
Individuality
Innovation
Insight
Inspiration
Integrity
Intelligence
Intimacy
Intuition
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Liveliness
Logic
Longevity
Love
Loyalty
Mastery
Mindfulness
Motivation
Neatness
Optimism
Organisation
Originality
Partnership
Passion
Patience
Peace
Perception
Performance
Persistence
Personal development
Playfulness
Poise
Polish

Popularity
Positivity
Potential
Power
Precision
Pride
Privacy
Productivity
Professionalism
Progress
Purity
Quality
Recognition
Reflection
Relationships
Reliability
Resilience
Resourcefulness
Respect
Responsibility
Safety
Satisfaction
Security
Sharing
Simplicity
Sincerity
Skill
Speed
Spontaneity
Stability
Strength
Success
Support
Sustainability
Talent
Teamwork
Thoughtfulness
Tolerance
Trust
Truth
Understanding
Uniqueness
Unity
Value
Variety
Virtue
Vision
Warmth
Welcoming
Wonder

Notes:

Build Your Brand Values

STEP 1: Most Important Words

List the top 20 words that are most important to your business

STEP 2: Narrow Your List

Take your 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 your message. Your final list should include values that describe what you stand for and are actively doing in your business now.

STEP 3: Expand to Phrases

Take your final list or 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 yourself from the competition. Your brand values should not describe every other business in your industry.

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5 Ways to Share Your Brand Values

1 Weave Them Into Your Story

Your story will become a very powerful tool in your brand strategy. Including your core values in your narrative will enhance that consumer connection that is critical to the success of your business.

2 Place Them on Your Website

Your website will most likely be the first place a potential customer visits to learn more about your brand. Be sure to include your values in your page copy, product info, or your about page.

3 Showcase Your Team

Use beautiful and bright photos of your employees, and spotlight how they demonstrate your core values. Customers are desperately searching to form human connections with brands, and your team is the face of your brand

4 Be Transparent

The consumer wants a brand they can trust. As I mentioned earlier, be open and honest about your core values. Wherever and whenever you have the opportunity to express them, do so without hesitation.

5 Refine Your Message

Later in stage 6 of this training, you will develop your brand voice and messaging. This will provide the perfect opportunity for you to introduce your brand values into how you speak to your audience.

Notes:

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