



Putting Core Values Into Action Worksheet

Here are some questions to help you brainstorm the values that are important to you and your company.

- What principles are you not willing to compromise when it comes to your business?
- What are you passionate about in your business?
- What beliefs are important in your business, your industry and to your customers?
- What feelings or emotions are attached to our business that ultimately attract your ideal clients?
- How do people describe you? Be positive and list your strengths rather than your perceived weaknesses or convert those perceived weaknesses into strengths, if possible. List as many as you can think of in a short period of time.
- Look at your list and pick up to five traits that carry over to your business. More than five values, makes it hard to focus on what's important at the core.
- List examples of how these traits play out in your business.

Here is a list of common values for inspiration:

Authenticity	Fun	Spiritual Faith	Honesty
Reliability	Emboldened	Security/Safety	Goal Driven
Free Flowing	Balanced	Compassionate	Beauty
Creativity	Competency	Trustworthiness	Communication
Detail Oriented	Philanthropy	Skilled	Curious

Scientific	Logical	Loving	Loyal
Inspiring	Diplomacy	Grace	Candor
Quality	Courage	Adaptability	Self Assuredness
Cooperation	Efficiency	Equanimity	Ethical
Sensitivity	Expressive	Results-Oriented	Community-Minded
Transparency	Systematic	Progressive	Deliberate
Flexibility	Strength	Independance	Cautious
Ambitious	Passionate	Adventurous	Strategic

List Up to Five Values Here:

1.

2.

3.

4.

5.

Now, what questions can you come up with from these values that will prompt action.

Value #1:

Questions:

Action Steps:

Value #2:

Questions:

Action Steps:

Value #3:

Questions:

Action Steps:

Value #4:

Questions:

Action Steps:

Value #5:

Questions:

Action Steps:



DETERMINE WHAT BEHAVIORS AND BELIEFS YOU VALUE AS A COMPANY, AND HAVE EVERYONE LIVE TRUE TO THEM. THESE BEHAVIORS AND BELIEFS SHOULD BE SO ESSENTIAL TO YOUR CORE, THAT YOU DON'T EVEN THINK OF IT AS CULTURE."

BRITTANY FORSYTH, VP OF HUMAN RELATIONS, SHOPIFY

