

Smg Company Values Worksheet

TIPS

- Keep your values authentic and unique to you
- Understand values can evolve
- Keep values simple and easy to understand
- Choose 3-5 values
- Look for inspiration from your favorite brand's values

1

What keywords do you associate with you or your business?

2

Group those words in these categories:

Personal Values:

Social Values:

Political Values:

Religious Values:

Economic Values:

3

Pick the top 3 to 5 words that resonate with you most.

4

Use those words in actionable sentences.

1.

2.

3.

4.

5.