

Business Core Values

DISCOVERY PROCESS

MESSAGING/POSITIONING

Get Comfortable

Begin by getting yourself into a comfortable position for writing. That might be in front of your computer, or it might be snuggling in a cozy chair with a cup of tea. The idea is to be as relaxed as possible, and still enough that you can hear your own voice.

Write Free-Flow

Now, take about 10 minutes (or as long as you need to freely express yourself) to write free-flow about your business. Write about the kind of work you want to do in the world, the vision you have for your business, about the clients you want to serve, and your hopes and dreams. The purpose of this exercise is for you to freely express your heart, without judging yourself, so that you can begin to see yourself and your business clearly.

Once you're done, go back over what you've written with an eye for:

- Words or phrases that appear multiple times
- Feeling words or adjectives that really stand out to you
- Words or phrases that really connect with what you want for your business

Group Your Words

Take that list of words, and start to group them together and create energetic categories. Your goal here is to create sets of feeling words or phrases that match, and start to point to a core value for your business. It's okay if you need to look up some words, or use a thesaurus to add more adjectives to get even closer to your feelings. It's also okay to remove anything that doesn't connect after further review.

Discover 3 Core Values

Your goal is to construct 3 core value words or phrases that truly represent your business and brand. You won't need to share these with anyone, so don't worry about making them sexy or overly polished. The idea is that these core values will guide your vision, and truly match who you are and what you want to create.

List of Words



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Groups of Words

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My Core Values

