



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC BASICS MODULE 3

Core Values Discovery Worksheet

In times of crisis, your core values become your North Star—guiding your decisions, communications, and actions when everything else feels uncertain. These foundational principles aren't just corporate jargon; they're the authentic expression of what your venue stands for and the promises you make to every couple who walks through your doors.

Whether navigating a global pandemic or facing any business challenge, venues with clearly defined values recover more quickly and pivot more effectively because they have a strong sense of identity to fall back on. Your core values help you filter opportunities, make difficult decisions, and communicate consistently with your team and clients even when circumstances are constantly changing.

This worksheet will walk you through a collaborative process to identify, articulate, and document your venue's unique core values—creating a powerful foundation that will not only help you weather any storm, but emerge from it stronger and more aligned with your true purpose.

In just 8 simple steps, you'll find your venue's north star. Ready? Let's dive in.

CORE VALUES CHECKLIST

1. *Gather*

- Get your team together** in a comfortable space (or pour yourself a glass of your favorite beverage & get cozy if you are a sole operator!)

2. *Brainstorm*

- Give everyone 10 minutes to write down any words that come to mind** as they think of your company / services / brand / culture / venue, etc.

3. *Compile*

- Have everyone write their words on a whiteboard** or large sheet of butcher paper so that everyone can see.

4. *Circle*

- Start circling the similarities and overlaps.**

5. *List*

- Create a list of just those words that are repeated frequently.**

6. *Discuss*

- From there, talk about each one and why they matter.** Then put those thoughts into a concise sentence or two.

7. *Break*

- Once you have a list you are happy with, take a short break.** Then come back together to read them with fresh eyes.

8. *Finalize*

- Do they all resonate? If so, you're there!** If not, keep tweaking until they do. Just like finding love or "the dress" - when you know, you know!