CORE VALUES CHECKLIST

A simple 8-step system to identify your wedding venue's core values

1. Gather

- [ ] Get your team together (or yourself with a glass of your fave beverage 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 / 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 things 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 you they all resonate? If so, you're there! If not, keep tweaking until you get the goosies. Just like finding love or "the dress" — when you know, you know!