# Value Words

Company values are how businesses define the core pillars of their identity and principles which also affect the way they conduct their business. Every company has a unique set of core values, and they support the vision and decision-making processes within their business.

From the lists of words below, cross off words that don’t align with your brand or business. Continue to narrow down this list until you reach 3 to 5 words that reflect the type of business you wish to run. From here, use these values in your decision-making process to guide you. Continue to align your choices from here on, keeping in mind the value words you have chosen.

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| RESPECT | ORGANIC | FOCUS |
| PASSION | NATURAL | ENERGISE |
| INTEGRITY | PROFESSIONAL | COURAGE |
| DIVERSITY | DOWN TO EARTH | CONSISTENT |
| GENUINE | AVAILABLE | CONSCIENTIOUS |
| EXCEPTIONAL | ACCESSIBLE | ENTREPRENEURIAL |
| INNOVATIVE | ACHIEVABLE | INSPIRATIONAL |
| INVOLVED | RELIABLE | INNOVATIVE |
| QUALITY | LOYAL | HUMBLE |
| TEAMWORK | TRUSTWORTHY | DARING |
| ACCOUNTABILITY | ECONOMICAL | FUN |
| CUSTOMER SERVICE | SUPPORTIVE | HUMILITY |
| EMPATHY | REACH | SIMPLICITY |
| RESPONSIBILITY | LEARN | SUCCESS |
| BALANCE | GIVE | EVOLVE |
| FRIENDLY | COLLABORATE | OWNERSHIP |
| SUSTAINABLE | LEADERSHIP | EMPOWER |
| IMPACT | QUALITY | WARM |
| ENVIRONMENTALLY FRIENDLY | |  |

Choose 3 or 5 words that represent your core beliefs and values.

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