

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 the business.

From the lists of words below, cross off words which don't align with your brand or business. Continue to narrow this list down 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 for here on our with these values in mind.

RESPECT	ORGANIC	FOCUS
PASSION	NATURAL	ENERGISE
INTEGRITY	PROFESSIONAL	COURAGE
DIVERSITY	DOWN TO EARTH	CONSISTANT
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
ENVIRONMENTALLY -	GIVE	EVOLVE
FRIENDLY	COLLABORATE	OWNERSHIP
SUSTAINABLE	LEADERSHIP	EMPOWER
IMPACT	QUALITY	WARM
	BALANCE	

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