

Finding Your Core Brand Value Keywords

Below is a list compiled from the core values listed in America's Greatest Brands. These can help you discover the values that you feel represent your company. If none of these are quite right, define your own. You should end up with 4 to 8 core values. To help you narrow your list down, here are a few questions to ask yourself:

1. Inherent Values.

Which values are so inherent in your company that if they disappeared, your company would cease to exist as it is?

2. In the Face of Adversity.

Which values does your company consistently adhere to in the face of adversity?

3. Company Drive.

Does the word passionate come to mind when you look at a value and apply it to your company?

4. Company Culture.

Which core values does your company culture value?

5. What Your Customer's Value.

If your company were no longer there, what would your customers miss? Example: Amazon- We would miss their selection and value.

6. Your Values vs. Competitor Values.

Are you more or less of the chosen values than your competitors. Example: If you chose "under promise, over deliver", do you do this more or less than your competitors?

Functionality of Core Values

- Clarify who you are
- Articulate what you stand for and are defendable
- Help explain why you do business the way you do
- Guide you in making decisions
- Serve as guiding principles
- Explain why your customers do business with you
- Explain why people want to work for your company
- They do not change based on circumstances or situations

List of possible Core Values Keywords to consider:

Fair	Responsive	Sophisticated	Family	Community
Security	Educated	Quality	Competitive	Nurturing
Honest	Pragmatic	Cleanliness	Entertaining	Innovation
Advanced Technology	Sense of Urgency	Simplistic	Connected	Diversity
Growth	Precise	Comfortable	Authentic	Diversified
Driven	Safe	Ethical	Committed	Reliable
Customer Focused	Affordable	Healthy	Fun	Reliability
Creative	Integrity	Irreverent	Performance	Trustworthy
Accountable	Knowledgeable	Teamwork	Transparent	Positive Outlook