



# Core Values: 4 foundations



## 1. Client Experience -

*What Should It Feel Like to Work With You?*

**How do you want your customers to feel before, during, and after your service? What do you want them to say in reviews?**



Answer: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





What are the 3 adjectives that describe  
your client's dream experience?

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Now sum all of this up in a sentence of 5 words or less:

Core Value #1:

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## 2. Employee Culture -

*What Should It Feel Like to Work Here?*

How do you want your employees to feel when they show up for work?

What kind of culture do you want to create? What would a dream employee say about working for you?

Answer: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



What are the 3 adjectives that describe your employees' dream experience?

\_\_\_\_\_

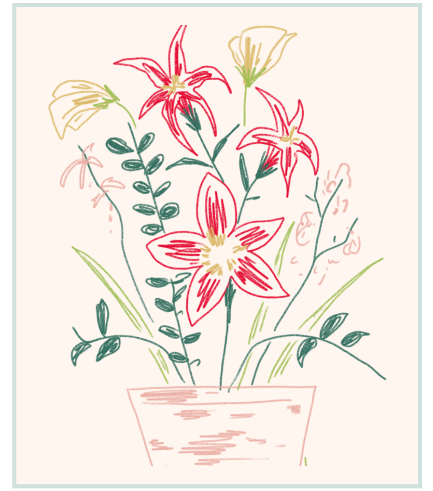
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Now sum all of this up in a sentence of 5 words or less:

Core Value #2:

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### 3. Your Mission

*Why This Business, This Way?*

Why did you start this business, really? What lifestyle or legacy are you creating?

Answer: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



What outcome makes all the hard work worth it?

\_\_\_\_\_  
\_\_\_\_\_

Now sum all of this up in a sentence of 5 words or less:

Core Value #3:

\_\_\_\_\_  
\_\_\_\_\_



## 4. Non-Negotiable Character

*Who Are You (Always)?*

What's one trait that must show up in every interaction  
or team member?



Answer: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



What value would you never compromise, even if it  
cost you money?

\_\_\_\_\_

\_\_\_\_\_

Now sum all of this up in a sentence of 5 words or less:

Core Value #4:

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## Final Integration

*Bring it all together*

Write your 4 core values below. These guide every hire,  
job, and decision.

Core Value #1: \_\_\_\_\_

Core Value #2: \_\_\_\_\_

Core Value #3: \_\_\_\_\_

Core Value #4: \_\_\_\_\_





What does your brand “FEEL” like?

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