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CORE VALUES

Identify the fundamental beliefs and values that guide decision-making and behaviors of your business or organization.

Honesty	Independence	Excellence	Creativity
Integrity	Efficiency	Growth Mindset	Happiness
Wisdom	Fairness	Diversity	Adventure
Autonomy	Sincerity	Teamwork	Balance
Loyalty	Accuracy	Work-Life Balance	Wellness
Abundance	Goodness	Innovation	Personal Development
Kindness	Hope	Ingenuity	Spontaneity
Charity	Honor	Work Smarter, Not Harder	Extraordinary Experiences
Respect	Humility	Professionalism	Travel
Courage	Insightfulness	Fame	Exhilaration
Generosity	Influence	Power	Exploration
Gratitude	Decisiveness	Hard Work Ethic	Financial Security
Openness	Knowledge	Leadership	Self-Control
Accountability	Lawfulness	Entrepreneurship	Restraint
Compassion	Calmness	Self-Development	Consciousness
Success	Bliss	Dynamic Responses	Conformity
Self-love	Clarity	Tidiness	Non-Conformity
Spirituality	Cleanliness	Organization	Vivaciousness
Justice	Boldness	Quality	Curiosity
Forgiveness	Optimism	Responsibility	Understanding
Caring	Bravery	Credibility	Social Justice
Faith	Friendliness	Encouragement	Reliability
Beauty	Selflessness	Adaptability	Protecting Others
Spirituality	Trust	Self-Motivation	Self-Preservation
Wealth	Affection	Service to Others	Chasing Your Dreams
Beauty	Listening	Profit	Awareness
Acceptance	Thoughtfulness	Constructive Criticism	Calmness
Humor	Deep Connections	Peace of Mind	Community
Intuition	Patience	Consistency	Artistry
Prosperity	Reciprocity	Enthusiasm	Cleverness
Change	Appreciation	Achievement	Stewardship
Gracefulness	Fidelity	Transparency	Wit
Peacefulness	Faithfulness	Dependability	Comedy
Harmony	Clear Communication	Fast Pace	Change the World
Balance	Playfulness	Trial and Error	Inspire Others
Joy/Fun	Romance	Positive Impact	Personal Expression
Gentleness	Passion	Resourcefulness	Finesse
Warmth	Patience	Coaching	Open-Mindedness
Cooperation	Confidence	Mentorship	Natural Living
Sweetness	Affection	Problem-Solving	Religion
Intimacy	Quality Time	Charisma	Tradition
Timeliness	Dedication	Learning From Mistakes	Strength
Persistence	Reliability	Self-Discipline	Entertainment
Experimentation	Empathy	Family First	Harmony
Imagination	Stability	Friendship	Leisure
Originality	Tolerance	Positive Attitude	Tolerance
Sustainability	Laughter	Freedom	Patience



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Identify the fundamental beliefs and values that guide decision-making and behaviors of your business or organization.

CORE VALUE	EXPLAIN WHAT THIS CORE VALUE MEANS TO YOU



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QUESTIONS

To gather information from key stakeholders have a curious and explorative approach aimed at generating insight, aspirations and ideas in a short span. Set aside judgment and criticism to create a conducive environment for an unrestrained flow of ideas, fostering innovation and preventing restrictive behavior.

What does the company/organization do well?

Where could the company/organization improve?

What are opportunities that you see for the company/organization or your department specifically?

What are your goals or focus for 2025?

What should marketing do more of in 2025?

Where could marketing improve or what ideas would you like to have marketing consider?

What are words, visuals or thoughts come to mind when you think of our company/organization?



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SMART GOALS

Instructions: For each goal, fill in the details according to the SMART criteria. This will help ensure that your goals are clear, focused, and actionable.

S	SPECIFIC	<p>A. What exactly do you want to achieve?</p> <p>B. Who is involved or responsible?</p> <p>C. Where will it take place (if applicable)?</p> <p>D. Why is this goal important?</p>
M	MEASURABLE	<p>A. How will you track progress?</p> <p>B. What are the key performance indicators (KPIs)?</p> <p>C. How will you know when the goal is accomplished?</p>
A	ACHIEVABLE	<p>A. Is the goal realistic given your resources and constraints?</p> <p>B. What steps or actions will you take to reach the goal?</p> <p>C. Do you have the necessary skills and support?</p>
R	RELEVANT	<p>A. Does the goal align with your business objectives?</p> <p>B. Will it contribute to your long-term success and growth?</p> <p>C. Is now the right time to pursue this goal?</p>
T	TIME-BOUND	<p>A. When will you start working on the goal?</p> <p>B. What is the target completion date?</p> <p>C. Are there any milestones or checkpoints along the way?</p>



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SMART GOALS

GOAL:

S	SPECIFIC	
M	MEASURABLE	
A	ACHIEVABLE	
R	RELEVANT	
T	TIME-BOUND	



What is the vision that your company/organization wants to make?
Write down the ways you aspire to impact others or the world around you?

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SWOT

A SWOT analysis helps you understand your business's strengths, weaknesses, opportunities, and threats. Fill in the following sections:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



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TOOLKIT

Create a checklist of the marketing distribution tools that you have available to you.

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TEMPLATE

GOAL: _____

STRATEGY: _____

TACTICS:

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