

**I once saw  
Danielle Joan  
solving problems.**

## **Congratulations**

on making a start towards developing your business idea.

## **This Brand Values Worksheet**

will help you identify what's important to you and your brand and will help you live and breathe your values every single day.

## **So, what are you waiting for?**

Let's get started!

And good luck!

Danielle xx

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Danielle Joan

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# Step one - Brainstorm

Think about all the things your business stands for.  
Write them down. As many as possible.  
They can be anything, as long as it relates back to the business purpose.

Here's some thought starters....but add your own too!

Authenticity	Competency	Honesty	Meaningful Work	Responsibility
Achievement	Contribution	Humor	Openness	Security
Adventure	Creativity	Influence	Optimism	Self-Respect
Authority	Curiosity	Inner Harmony	Peace	Service
Autonomy	Determination	Justice	Pleasure	Spirituality
Balance	Fairness	Kindness	Poise	Stability
Beauty	Faith	Knowledge	Popularity	Success
Boldness	Fame	Leadership	Recognition	Status
Compassion	Friendships	Learning	Religion	Trustworthiness
Challenge	Fun	Love	Reputation	Wealth
Citizenship	Growth	Loyalty	Respect	Wisdom
Community	Happiness			

Write them here:

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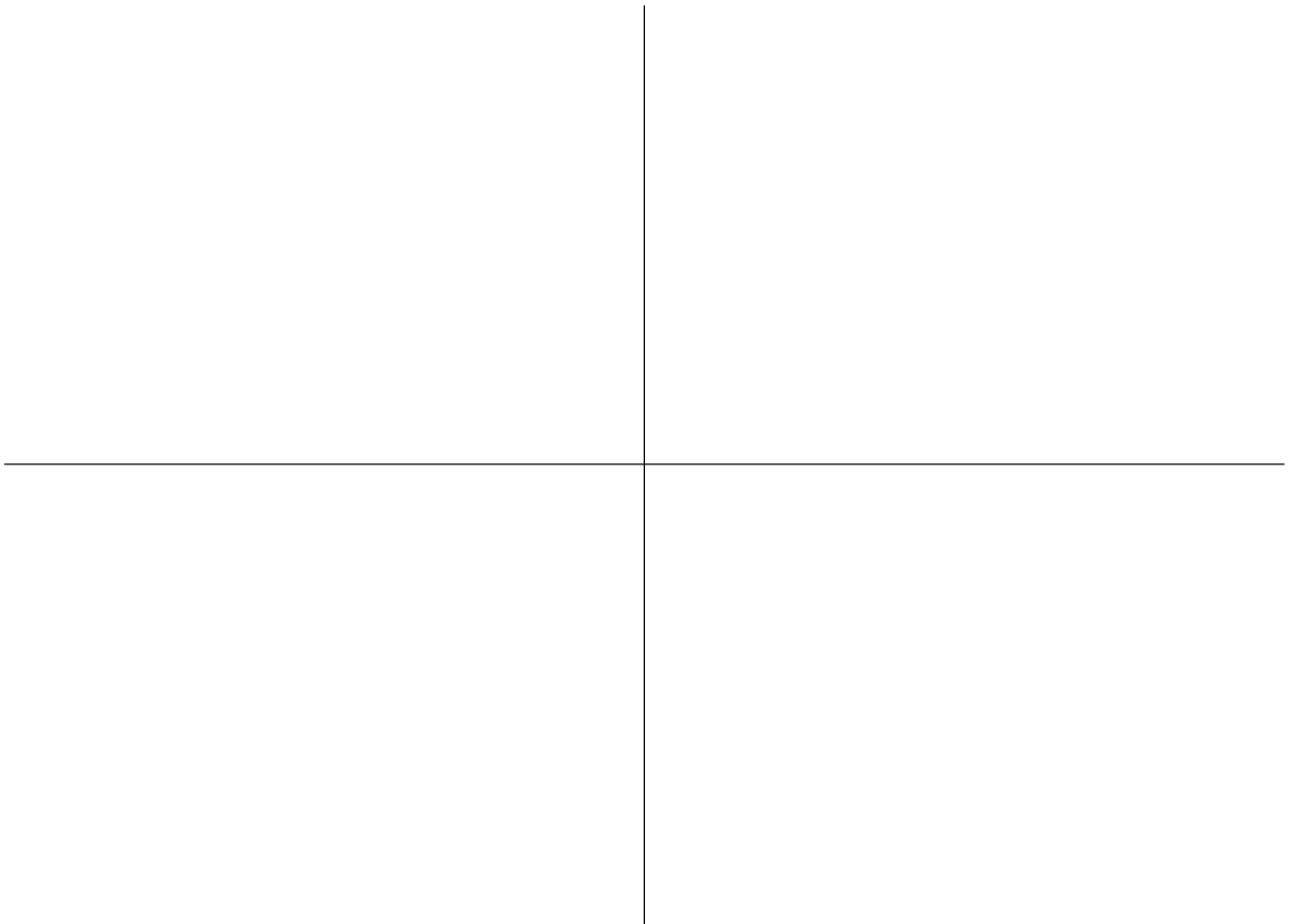
# Step two - Shortlist

Next, cut this list down to be three or four key values that you stand for.

First, start to group them. Some values may have similar meaning to you.  
Second, pull out the values that stand out the most.

You might like to take your time with this step, maybe sit on it for a few days.

Start grouping and jotting down them here:

A large empty grid for jotting down values. It consists of a horizontal line and a vertical line intersecting at the center, creating four quadrants. The grid is currently empty.

List your final values here:

1	2
3	4

# Step three - Rationalise

In one sentence, justify these values to yourself.

What is it about these values that ring true? Why do they mean anything to you?

1 means

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2 means

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3 means

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4 means

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# Step four - Action

Now that you've identified your values and what they mean to your business, now show how you take action on these values everyday.

1

by

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2

by

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3

by

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4

by

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# Step five - Putting it all together

Now you're set, the last thing to do it just to write them all down on one page.

Value one:

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Which means:

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And we show it by:

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Value two:

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Which means:

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And we show it by:

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Value three

---

Which means:

---

And we show it by:

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Value four:

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Which means:

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And we show it by:

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