CORE WORX

BRAND BUILDING BLUE PRINT

Attract Clients, Make Money, Grow Your Business

- COREWORX -

A program that helps you craft your Core Values

What Are Core Values for a Business?

Core values are what help make up the identity and culture of your business. The values act as standards a business sets regarding how it makes decisions, functions, solves problems and handles customer service. Defining your business' core values can help round out a business plan, set goals and give your business a unique identity with which your employees and clients can relate. **DO NOT SKIP** or **SKIMP ON THIS STEP**. Keep in mind most business owners skip this step because they believe in order to get started all they need is a logo, a business card and a website, but they are not clear on their core values. Being clear on your core values at the beginning will give you a solid foundation to build a brand that works.

Set of Principles

Core values are not synonymous with your business' policies and procedures. Written on paper, your business' core values are a set of words or phrases. These words, however, reflect the principles that guide your business' interactions with every stakeholder. Stakeholders include those who have money invested in your business, along with employees and customers. Words or phrases used to describe a company's core values include, "positive change," "leadership," "sustainability," "passion" and "innovation." Core values establish expected behaviors from those in the organization's culture that, in turn, will help ensure long-term success. They can also set a business apart when the values are broadly held and deeply embedded within the company.

Foundation for Your Business' Culture

It is difficult for a business to define what is important, how it is to interact with others, set measures, establish goals or effectively make decisions, if core values are not in place. This is because these values form the foundation of the business' culture, which can help stakeholders feel their opinions are valued and they are in a trusting environment. By establishing core values and consistently applying them, the business culture, no matter what size your busienss is, dictates that all people involved in your business share responsibility in the achievement of a goal. Consequently, employees and clients feel valued, have pride in their place of employment or place they do business in and develop a sense of ownership. Departments within a business may have their own set of values, but these set of values must reflect the core values of the company as a whole.

The Means to Achieve a Goal

When a business owner is trying to decide on a set of core values for his or her company, he or she can start by asking himself or herself what he or she is willing to do to achieve his or her goals. The answer can help develop core values the business owner wishes to share with their employees and other stakeholders. When a business has core values that include acting with integrity and honesty, being persistent, placing service above self, discipline and so on, these values can act as a guide when it comes to making tough decisions. Once a company has a set of core values, it can begin to attract stakeholders, employees and customers who have similar values.

Benefits

Core values clarify the identity of a business so employees, shareholders, customers and prospective stakeholders can relate to the company. In addition to aiding decision-making, these values can help businesses maintain corporate relationships with professional joint venture partners, the media and the public.

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Examples of Core Values

Seventh Generation
Seventh Generation is the nation's leading brand of non-toxic and environmentally safe household products.

Leadership, Inspiration, and Positive Change
A company with the authority to lead, the creativity to inspire and the will to foster positive social and environmental change.

Make The World a Better Place
A community in which individuals possess the resources, knowledge, courage and commitment to make the world a better place.

Sustainability, Justice, and Compassion
A society whose guiding principles include: environmental sustainability, social justice and compassion for all living creatures.

An Earth Restored
An earth that is restored, protected and cherished for this generation and those to come.

Lockheed Martin
To be the recognized center of excellence for financing solutions that help Lockheed Martin companies close sales by designing and providing the best market-based financial solutions that are commercially available to the end customer.

PREMIER VALUES:
- *Passion* . . . to be passionate about winning and about our brands, products and people, thereby delivering superior value to our shareholders.
- *Risk Tolerance* . . . to create a culture where entrepreneurship and prudent risk taking are encouraged and rewarded.
- *Excellence* . . . to be the best in quality and in everything we do.
- *Motivation* . . . to celebrate success, recognizing and rewarding the achievements of individuals and teams.
- *Innovation* . . . to innovate in everything, from products to processes.
- *Empowerment* . . . to empower our talented people to take the initiative and to do what's right.

Reliant Resources – Electricity
How we create value:
- Acting with absolute integrity
- Collaborating, supporting and respecting one another
- Communicating openly, honestly and frequently
- Developing a highly motivated, valued and diverse workforce
- Optimizing our financial and physical resources
- Simplifying and improving our processes continuously

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Developing Your Core Values - Questions to Consider

Here are some good questions to start the process and spark your ideas on this issue.

(This is an interactive pdf document that you can type directly into. Please type your answers below the questions.)

- When people see your business, what do you want them to see?
- What do you want your company to represent, when you are at your best in your business?
- If someone were speaking about your business and honoring you for an award, what would you want them to say about your business and you?
- If someone that has worked with you was speaking about you to someone else while you are not in the room, what would you want them to say about you and your business?

This is an exercise you can do every two to three years, because you will grow and change. Once you've done this exercise you will see a shift in the way you think about and what and who your business attracts. It will also give your brand strength when you are developing the other areas of your business and your marketing messages.

Let's Get Started!

This is a fun and easy way to figure out what ideas, expressions, or concepts excite you. Review the following list of words. As you read each word be observant with how it makes you feel. Some of these will have meaning to you and others will not connect with you. Look over this list and circle or highlight every one that you feel connected to. As you're doing this exercise, it's pretty common for words to come to mind that are not on the list but really have meaning for you. If you notice that, write those words down. Understand that none of these words are right or wrong. Go through this exercise without judgement and keep an open mind. Pick out the words that energize you.

◯ Integrity	◯ Flawless	◯ Proven
◯ Casual	◯ Precision	◯ Prestigious
◯ Durable	◯ Master	◯ Trust
◯ Convenience	◯ Harmonious	◯ Critic
◯ Appreciative	◯ Meticulous	◯ Expert
◯ Love	◯ Quality	◯ Joy
◯ Peace	◯ Growth	◯ Prompt
◯ Leisurely	◯ Rare	◯ Statisfaction
◯ Stylish	◯ Secret	◯ Strength

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- ◯ Rugged
- ◯ Reassurance
- ◯ Remarkable
- ◯ Health
- ◯ Functional
- ◯ Versatility
- ◯ Unbreakable
- ◯ Extreme
- ◯ Prosperity
- ◯ Family
- ◯ Pleasure
- ◯ Easy
- ◯ Portability
- ◯ Complete
- ◯ Minimal
- ◯ Spontaneous
- ◯ Effortless
- ◯ Advanced
- ◯ Professional
- ◯ Efficiency
- ◯ Expand
- ◯ Relief
- ◯ Excitement
- ◯ Security
- ◯ Results
- ◯ Productivity
- ◯ Variety
- ◯ Community
- ◯ Change
- ◯ Toughness
- ◯ Careful
- ◯ Distinctive
- ◯ Individual
- ◯ Contemporary
- ◯ Traditional
- ◯ Talent
- ◯ Imagine
- ◯ Perfect
- ◯ Happiness
- ◯ Fun
- ◯ Wealth
- ◯ Freedom
- ◯ Entertaining
- ◯ Luxury
- ◯ Friendly
- ◯ Smart
- ◯ Superior
- ◯ Custom
- ◯ Classic
- ◯ Timeless
- ◯ True
- ◯ Endure
- ◯ Refined
- ◯ Elegant
- ◯ Handsome
- ◯ Comfort
- ◯ Classy
- ◯ Lasting
- ◯ Standard
- ◯ Bold
- ◯ Brilliant
- ◯ Fabulous
- ◯ Fantastic
- ◯ Soothe
- ◯ Expression
- ◯ Exuberant
- ◯ Complimentary
- ◯ Subtle
- ◯ Radiant
- ◯ Inspire
- ◯ Explosive
- ◯ Colorful
- ◯ Crisp
- ◯ New
- ◯ Glow

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- ◯ Glorius
- ◯ Natural
- ◯ Vivid
- ◯ Pure
- ◯ Rich
- ◯ Important
- ◯ Power
- ◯ Vibrant
- ◯ Giving
- ◯ Modern
- ◯ Tradition
- ◯ Ancient
- ◯ Fresh
- ◯ Beautiful
- ◯ Delicate
- ◯ Transformation
- ◯ Power
- ◯ Unity
- ◯ Harmony
- ◯ Confidence
- ◯ Adventure
- ◯ Stability
- ◯ Excellence
- ◯ Peace of Mind
- ◯ Patience
- ◯ Intelligence
- ◯ Legacy
- ◯ Abundance
- ◯ Nature
- ◯ Acceptance
- ◯ Strength
- ◯ Gentle
- ◯ Artistic
- ◯ Aura
- ◯ Practical
- ◯ Lovely
- ◯ Attractive
- ◯ Speed
- ◯ Education
- ◯ Knowledge
- ◯ Wisdom
- ◯ Honesty
- ◯ Contentment
- ◯ Welcoming
- ◯ Useful
- ◯ Beautiful
- ◯ Simplicity
- ◯ Responsive
- ◯ Breathtaking
- ◯ Bright
- ◯ Gratitude
- ◯ Enthusiasm
- ◯ Humor
- ◯ Spirituality
- ◯ Learning
- ◯ Laughter
- ◯ Purity
- ◯ Friendship
- ◯ Discipline
- ◯ Hard Work
- ◯ Leisure
- ◯ Delightful
- ◯ Tranquil
- ◯ Exceptional
- ◯ Exquisite
- ◯ Graceful
- ◯ Admiration
- ◯ Individuality
- ◯ Creativity
- ◯ Spontaneity
- ◯ Longevity
- ◯ Competition
- ◯ Energy
- ◯ Being Rich
- ◯ Being Poor

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- ◯ Communication
- ◯ Giving
- ◯ Kindness
- ◯ Self Contol
- ◯ Inspiration
- ◯ Choice
- ◯ Equality
- ◯ Experimentation
- ◯ Grace
- ◯ Compassion
- ◯ Sincerity
- ◯ Approval
- ◯ Attractiveness
- ◯ Partnership
- ◯ Winning
- ◯ Truth
- ◯ Intelligence
- ◯ Neatness
- ◯ Comfort
- ◯ Faith
- ◯ Achievement
- ◯ Innovation
- ◯ Beauty
- ◯ Flexibility
- ◯ Structure
- ◯ Mastery
- ◯ Leadership
- ◯ Openness
- ◯ Clarity
- ◯ Diversity
- ◯ People
- ◯ Depth
- ◯ Lightness
- ◯ Courage
- ◯ Practical
- ◯ Vision
- ◯ Belief
- ◯ Passion
- ◯ Justice
- ◯ Relationship
- ◯ Dramatic
- ◯ Original
- ◯ Stunning
- ◯ Terrific
- ◯ Spectacular
- ◯ Exploration
- ◯ Quality
- ◯ Effective
- ◯ Magic
- ◯ Rare
- ◯ Transcendent
- ◯ Pride
- ◯ Popular
- ◯ Inspired
- ◯ Funky
- ◯ Luxury
- ◯ Loyalty
- ◯ Risk
- ◯ Goodness
- ◯ Balance
- ◯ Authenticity
- ◯ Glowing
- ◯ Shocking
- ◯ Pure
- ◯ Hope
- ◯ Trust
- ◯ Influence
- ◯ Sincerity
- ◯ Excitement
- ◯ Competence
- ◯ Sophistication
- ◯ Down-To-Earth
- ◯ Wholesome
- ◯ Cheerful
- ◯ Daring

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- ◯ Spirited
- ◯ Imaginative
- ◯ Reliable
- ◯ Successful
- ◯ Thoughtful
- ◯ Gentle
- ◯ Innovative
- ◯ Serious
- ◯ Young
- ◯ Conventional
- ◯ Family-oriented
- ◯ Original
- ◯ Power
- ◯ Cozy
- ◯ Advanced
- ◯ Blissful
- ◯ Instant
- ◯ Control
- ◯ Easy
- ◯ Caring
- ◯ Optimum
- ◯ Correct
- ◯ Premium
- ◯ Experience
- ◯ Funny
- ◯ Charming
- ◯ Upscale
- ◯ Versatile
- ◯ Interesting
- ◯ Intriguing
- ◯ Open-minded
- ◯ Sensible
- ◯ Goal oriented
- ◯ Honest
- ◯ Out-spoken
- ◯ No-nonsense
- ◯ Impeccable
- ◯ Health-conscious
- ◯ Free spirit
- ◯ Exotic
- ◯ Stunner
- ◯ Centered
- ◯ Life-enhancing
- ◯ Enterprising
- ◯ High-performance
- ◯ Qualified
- ◯ Savvy
- ◯ Gifted
- ◯ Good-natured
- ◯ Clever
- ◯ Analytical
- ◯ Deliberate
- ◯ Resourceful
- ◯ Perceptive
- ◯ Cool-headed
- ◯ Wild
- ◯ Smooth
- ◯ Sharp
- ◯ Sweet
- ◯ Homemade
- ◯ Flowing
- ◯ Earthy
- ◯ Cutting-edge
- ◯ Dedicated
- ◯ Connected
- ◯ Powerful
- ◯ Polished
- ◯ Precious
- ◯ Detailed
- ◯ Luxurious
- ◯ Glamour
- ◯ Fast-acting
- ◯ Steadfast
- ◯ Captivating
- ◯ Smitten

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Lets assume that your list is somewhere between 15 and 30 words that have meaning to you. You are doing fantastic! Take all of the words you chose and write them on a seperate sheet of paper right away.

The Process of Elimination

Most people can remember up to five to seven things at a time. Unless you have superpowers with a memory of steal when it comes to remembering your core values, it will be to your advantage to narrow down your list. I've helped hundreds of my clients with this and most can remember five to seven of their core values. I've only seen two or three people have a list of more than 7 values where they were not being redundant. Those particular people were trying to be everything to everyone. They soon learned that is not reality. You are going to want to take the couple of dozen you have selected and narrow them down to five to seven values maximum. Here are couple steps you can take to keep this simple:

1. Find the words that are redundant, or potentially mean the same thing to you. You'll likely spot combinations that look like "Knowledge/Expert/Smart/Wisdom," or "Adventure/Spontaneous /Excitement," and so on. Group the similar words together. Once you notice your groups, determine what makes sense to you. Sometimes when you combine the words in this way, one of them really stands out as the best descriptor of that core value. Sometimes you look at all of them and think, "None of them individually mean anything significant to me, but when I combine them all together I get _____" (a different word or original phrase that wasn't even on the list you started with but it has more meaning to you).

2. Understand that the words you remove from your list are not gone forever. The words you don't choose as the primary core value term can be banked and used in the next step – ***your core value definitions***. Don't worry, you can use them all eventually, but right now you want to narrow it down. You want four to seven words that really feel good to you and make you say, "Yeah, that's what *my business is all about*."

(**Note:** If you are stuck, please reach out to me at BrandWorxProductions.com. I enjoy helping my clients with this process of discovering what is important to them and their business. This kind of process does not happen overnight. It can sometimes take a few weeks to a month. I love helping people with this process because it is the foundation to your brand.)

Core Value #1: _____

Core Value #2: _____

Core Value #3: _____

Core Value #4: _____

Core Value #5: _____

Core Value #6: _____

Core Value #7: _____

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Now that you are clear on what your core values are this is where the magic begins. Defining your core values will help you seperate yourself from your competitors and allow you to shine like the superstar you truly are. Your unique definitions are what seperates you from everyone else.

Tip: If you are stuck here don't worry. A good place to start is to look up the definition of the word in a dictionary. The dictionary's definition may not resonate with what you believe. But it will give you a good starting point for you to craft your own unique definition.

This is the starting point for creating a solid foundation for your brand. Having strong well defined core values that have a significant meaning to you, and your business will attract the people you enjoy doing business with.

Whether you are defining your personal brand or the brand for your business the process is the same. My business' core values for BrandWorx Productions came to life after I had developed and defined my personal core values for my personal brand, Jasper Dayton. See the example below -

Jasper Dayton's Core Values and Definitions -

Authentic Life -
Being connected to my true self and source energy from a foundation of integrity and honesty.

Master of My Craft -
Having unconscious competence of the knowledge I share and create.

Depth of Vision -
In this present moment seeing clearly forwards with intuition and backwards with truth, living on purpose

Abundance of Joy -
Knowing that in this moment I have and I am everything that I need.

Transformation of Self -
Living a transformative life that creates the possibilities for others to transform beside me.

Be Extraordinary -
Communicating through words, and actions by continuously challenging myself to be more than ordinary.

Adventure of Life -
Being alive and wide awake to exploring and inventing new possibilities.

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BrandWorx Productions Core Values and Definitions -

Results Driven -
Complete what we start by finishing strong with determination and persistence.

Master of Our Craft -
Skilled craftsman at building brands that work.

Inspirational Communication -
Using a cohesive combination of words, colors and images that inspire people to take action.

Abundance of Brilliance -
Knowing that in this moment we have and we are everything that we need.

Transformation of Vision-
Reveal someone's dream that is stuck in their head and transform it into something they can hold in their hand that others can not live without.

Once you have your core values defined you will have a foundation to build a brand that works as you prepare to craft your purpose statement and your pitch in the next section.

Looking Ahead - ***Watch Here >> Example of a pitch used to establish your brand message***

I am Jasper Dayton, the creator of the Brandstorming program.

I help business owners go from being stuck and burnt out to attracting their most profitable (and enjoyable) clients.

Over the past 2 decades I have simplified the process of developing brands, starting with an attention grabbing name all the way to the plan that gets your product flying off of the shelf. For example, one of those businesses came to me for help because they were losing sales. After I transformed their business their first sale was $650,000. Then I helped another from closing no contracts to getting a $100,000,000 contract. The only difference between the two businesses was the size of their vision. I have to ask you, how big is your vision? The Brandstorming program will turn your dream into a brand that works harder than you do. I can take your brand from this… something no one wants to buy… to this… something people can not live without!

Do you want to know if your brand is working for you? Find out if it is working harder than you or not working at all. Select the Get Instant Access button, put in your name and email address and receive the the simple 3 step image check for your business.

… remember, a business with no image is the image of no business."

Jasper Dayton
Brand Builder

Watch Here >> Example of a pitch used to establish your brand message

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