



BRAND NEW, BRAND YOU WORKBOOK

This workbook is a simple tool to help you through the first part of the START series of Think Oak! posts, namely Self-discovery. Use this workbook in conjunction with Brand New, Brand You ~ Part 2 at www.thinkoak.com

PERSONAL VALUES

Use the table below to help you narrow down a shortlist of personal values that are core to who you are. Try and keep to between 15 and 20 and then use the table at the end of the worksheet to take you down to 10 or less.

Abundance	Acceptance	Accountability	
Accomplishment	Accuracy	Achievement	
Acknowledgement	Adaptability	Adventure	
Affection	Aggressiveness	Agility	
Alertness	Ambition	Anticipation	
Appreciation	Assertiveness	Attentiveness	
Audacity	Awareness	Balance	
Beauty	Belonging	Blissfulness	
Boldness	Bravery	Brilliance	
Calm	Candour	Carefulness	
Caring	Certainty	Challenge	
Change	Charity	Cheerfulness	
Clarity	Cleanliness	Collaboration	
Comfort	Commitment	Communication	
Community	Compassion	Competence	
Competition	Concentration	Confidence	
Connection	Consciousness	Consistency	
Contentment	Content over fluff	Continuity	
Continuous Improvement	Contribution	Control	
Conviction	Convincing	Cooperation	
Courage	Courtesy	Creativity	
Curiosity	Daring	Decisiveness	
Delight	Dependability	Desire	
Determination	Devotion	Dignity	
Diligence	Discipline	Discovery	
Discretion	Diversity	Drive	
Duty	Eagerness	Education	
Effectiveness	Efficiency	Elation	
Elegance	Empathy	Encouragement	
Endurance	Energy	Enjoyment	
Enthusiasm	Equality	Excellence	
Excitement	Experience	Expertise	
Exploration	Expressiveness	Fairness	
Faith	Fame	Family	
Fidelity	Flexibility	Flow	
Focus	Forgiveness	Fortitude	
Freedom	Friendship	Frugality	
Fun	Generosity	Giving	

Going the Extra Mile	Goodness	Grace	
Gratitude	Growth	Guidance	
Happiness	Harmony	Hard Work	
Health	Helpfulness	Heroism	
Holiness	Honesty	Honour	
Hopefulness	Hospitality	Humility	
Humour	Imagination	Independence	
Influence	Ingenuity	Inner Peace	
Innovation	Insightfulness	Inspiration	
Integrity	Intelligence	Intensity	
Intimacy	Intuitiveness	Inventiveness	
Investing	Joy	Justice	
Kindness	Knowledge	Leadership	
Learning	Liberty	Logic	
Longevity	Love	Loyalty	
Love	Making a difference	Mastery	
Maturity	Meaning	Merit	
Mindfulness	Modesty	Money	
Motivation	Non-violence	Openness	
Opportunity	Optimism	Order	
Organization	Originality	Outcome Orientation	
Outstanding Service	Passion	Peace	
Perceptiveness	Perseverance	Persistence	
Personal Growth	Pleasure	Poise	
Positive Attitude	Power	Practicality	
Precision	Preparedness	Presence	
Preservation	Privacy	Proactivity	
Progress	Prosperity	Punctuality	
Quality	Quiet	Rationality	
Recognition	Relationships	Reliability	
Religion	Resourcefulness	Respect	
Responsibility	Righteousness	Risk-Taking	
Romance	Safety	Security	
Selflessness	Self-esteem	Seriousness	
Service	Simplicity	Sincerity	
Skill	Speed	Spirit	
Stability	Strength	Style	
Systemization	Teamwork	Timeliness	
Tolerance	Tradition	Tranquillity	
Trust	Truth	Unity	
Variety	Well-Being	Wisdom	

BRAND NEW, BRAND YOU

PERSONAL VALUES CONTINUED

SHORTLIST OF 10 PERSONAL VALUES

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Finally, try and reduce your shortlist of personal values down to five or fewer. If you can, it would be useful to try and prioritise them in order of importance to you from most important to least.

What are your 5 core personal values?

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3.

4.

5.

BRAND YOU QUESTION:**What parts of your business life are you passionate about?**

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BRAND YOU QUESTION:**What qualities or characteristics make you distinctive from your competitors or your colleagues?**

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BRAND YOU QUESTION:**What have you done recently to make yourself stand out?**

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BRAND YOU QUESTION:**What would your colleagues or your customers say is your greatest and clearest strength?**

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BRAND YOU QUESTION:**What benefits does 'Brand You' deliver?**

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BRAND YOU QUESTION:**What do I do that adds remarkable, measurable and distinctive value?**

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BRAND YOU QUESTION:**What do I do that I am most proud of?**

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BRAND YOU QUESTION:**What have I accomplished that I shout from the rooftops about?**

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BRAND YOU QUESTION:**What do I want to be famous for?**

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BRAND YOU VISION STATEMENT

A large, empty rectangular box with a light gray background and a thin gray border, intended for writing a brand vision statement.

