

VALUES LIST

- pick three to five (or add your own)

Brand values are important because they are the key messages to be reflected by your brand. They are your belief system.

The key is not to choose the values that you want, but the values that you already have - so that you know that

a. these are things you already believe in

b. these are things that you will have no problem conveying in your business (branding isn't just about how you look, it's the entire perception of your business)

c. these are things that your business IS

d. you won't be trying to invent the wheel and live up to brand values that just aren't the right fit.

A great way to work out your brand values is to look at this list and circle the values which you think apply to your business. Then pick five. You might want to put them into phrases such as "*love challenges*" or "*expert guidance*".

Take your time - once you've chosen your values you don't want to be chopping and changing every five minutes. Pick them and stick to them - these are the values that your branding will represent. Over time your values might change, and that's OK.

Abundance	Boldness	Contribution	Duty
Acceptance	Bravery	Control	Dynamism
Accessibility	Brilliance	Conviction	Eagerness
Accomplishment	Buoyancy	Conviviality	Economy
Accountability	Calmness	Coolness	Ecstasy
Accuracy	Camaraderie	Cordiality	Education
Achievement	Candour	Correctness	Effectiveness
Acknowledgement	Capability	Courage	Efficiency
Activeness	Care	Courtesy	Elegance
Adaptability	Carefulness	Craftiness	Empathy
Adoration	Certainty	Creative	Encouragement
Adroitness	Challenge	Credibility	Endurance
Advanced technology	Charity	Cunning	Energy
Adventure	Charm	Curiosity	Enjoyment
Affection	Chastity	Customer focus	Entertainment
Affluence	Cheerfulness	Daring	Enthusiastic
Affordability	Clarity	Decisiveness	Ethical Behaviour
Agility	Cleanliness	Dedication	Excellence
Alertness	Clear-mindedness	Delight	Excitement
Altruism	Cleverness	Dependability	Exhilaration
Ambition	Closeness	Depth	Expectancy
Amusement	Comfort	Desire	Expediency
Anticipation	Commitment	Detailed	Experience
Appreciation	Community	Determination	Expertise
Approachable	Compassion	Devotion	Exploration
Appropriate	Competitiveness	Dexterity	Expressiveness
Assertiveness	Completion	Dignity	Extravagance
Assurance	Composure	Diligence	Extroversion
Attentiveness	Concentration	Direction	Exuberance
Attractiveness	Confidence	Directness	Fairness
Authenticity	Conformity	Discipline	Faith
Availability	Congruency	Disclosure	Family
Awareness	Connection	Discovery	Fascination
Awe	Consciousness	Discretion	Fearlessness
Balance	Considering	Diversity	Ferocity
Beauty	Consistency	Dominance	Fidelity
Belonging	Contentment	Dreaming	Fierceness
Benevolence	Continuity	Drive	Financial independence

Firmness	Impact	Meticulousness	Practical	Self-reliance	Thrift
Fitness	Impartiality	Mindfulness	Pragmatism	Selflessness	Tidiness
Flexibility	Independence	Modesty	Precision	Sense of urgency	Timeliness
Flow	Industry	Motivation	Preparedness	Sensitivity	Traditionalism
Fluency	Ingenuity	Mysteriousness	Presence	Sensuality	Tranquillity
Focus	Innovation	Neatness	Privacy	Serenity	Transcendence
Fortitude	Inquisitiveness	Nerve	Proactive	Service	Trust
Frankness	Insightfulness	Obedience	Professionalism	Sharing	Truth
Freedom	Inspiration	Nurturing	Prosperity	Shrewdness	Underpromise, overde-
Friendliness	Integrity	Open-mindedness	Prudence	Significance	liver
Frugality	Intelligence	Openness	Punctuality	Silence	Understanding
Fun	Intensity	Optimism	Purity	Silliness	Unflappability
Gallantry	Intimacy	Order	Purposeful	Simplicity	Uniqueness
Generosity	Intrepidness	Organization	Questioning	Sincerity	Unity
Gentility	Introversion	Originality	Realism	Skilfulness	Usefulness
Giving	Intuition	Outlandishness	Reason	Solidarity	Utility
Grace	Inventiveness	Outrageousness	Recognition	Solitude	Valour
Good manners	Investing	Passion	Recreation	Soundness	Value
Gratitude	Irreverence	Peace	Refinement	Speed	Variety
Gregariousness	Joy	People	Reflection	Spirituality	Victory
Growth	Judiciousness	Perceptiveness	Relaxation	Spontaneity	Vigour
Guidance	Justice	Perfection	Reliability	Spunk	Virtue
Happiness	Keeness	Performance	Research	Stability	Vision
Hardworking	Kindness	Perkiness	Resilience	Stealth	Vitality
Harmony	Knowledge	Perseverance	Resolution	Stillness	Vivacity
Health	Leadership	Persistence	Resolve	Strength	Warm
Heart	Learning	Persuasiveness	Resourcefulness	Structure	Watchfulness
Helpfulness	Liberation	Philanthropy	Respect	Success	Wealth
Heroism	Liveliness	Piety	Responsiveness	Support	Wilfulness
Holiness	Logic	Playfulness	Rest	Supremacy	Willingness
Honesty	Longevity	Pleasantness	Restraint	Surprise	Winning
Honour	Love	Pleasure	Reverence	Sympathy	Wisdom
Hopefulness	Loyalty	Poise	Richness	Synergy	Wittiness
Hospitality	Making a difference	Polish	Rigour	Teamwork	Wonder
Humility	Mastery	Popularity	Safety	Temperance	Youthfulness
Humour	Maturity	Positive outlook	Satisfaction	Thankfulness	Zeal
Hygiene	Meekness	Potency	Security	Thoroughness	
Imagination	Mellowness	Power	Self-control	Thoughtfulness	