



Company Values

This is a simple exercise that gets you thinking about your company values. These values will influence your tone of voice, who you can be seen to be aligned with online, and how you want to reflect your business online.

List 3 people you know that if you had a 100 of them working in your business, you would be 10x more successful?

What are their qualities? Write down adjectives describing them - eg: reliable, personable, efficient, curious, direct, ambitious, etc.

Of the above, choose 3-4 of the most important and meaningful words - qualities your people display when your business is thriving. It may be that some words mean the same and can be combined. Try add more detail to these, like “intellectually curious” and “fiercely ambitious” and “direct but fair”