

she owns it

DEFINE YOUR CORE VALUES



ETHICS

CORE
VALUES

TRUST

RESPECT

INTEGRITY

EQUALITY

INNOVATION

WORKBOOK

Build a powerful brand
with strong core values
that stand out.

FOUNDATIONS



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Core Values

We all have values that guide our decisions and help us reach towards the type of person we want to be.

It's important that you give this gift to your business as well. Your business values unite people, and will motivate, inspire and guide your community on a daily basis.

Strong values also build on your business personality and unique offer to the world. Your values are an opportunity to further distinguish yourself from other businesses and help your customers know that you're for them.

Let's consider two businesses that sells children's toys.

The values of business one are: Do Good, Give Great Value and Grow Together. The values of business two are: Deliver WOW Experiences, Be Adventurous and Create Fun. Those two businesses may sell the same thing but they're going to have very different vibes and present very different images to the world.

Your core values should be non negotiable, highly inspiring and distinctive to the personality and beliefs of your brand. You should be able to demonstrate throughout your day to day activities how your values are being upheld.

Have fun using this workbook to uncover YOUR core values and how to use them in a powerful way!

xx Rach

Why You Need Core Values In Your Business



Why You Need Core Values (even if you're a one woman band!)	
Function	Impact
Guiding Principles	Core values serve as guiding principles that keep your business focused on what truly matters, aligning all actions with your long-term vision.
Decision-Making Framework	Having clear core values makes decision-making easier, as they act as a framework for evaluating options and choosing the best path.
Company Culture	Core values define your company culture and help attract and retain employees who share your vision and beliefs.
Brand Identity	Your core values shape your brand identity, helping customers understand what your business stands for and establishing trust.
Differentiation	Distinct core values set you apart from competitors, helping you create a unique and memorable brand in the market.

A list of core values



Below is a list of values that might spark inspiration for you:

- Integrity: Upholding honesty and strong moral principles in all business dealings, building trust with customers, employees, and stakeholders alike.
- Innovation: Fostering a culture of continuous improvement and creativity, seeking new and improved solutions to meet customer needs.
- Customer-Centric: Putting the needs and satisfaction of customers at the forefront of all business decisions, ensuring exceptional customer experiences.
- Teamwork: Encouraging collaboration and cooperation among team members, valuing diverse perspectives to achieve common goals.
- Accountability: Taking responsibility for one's actions, ensuring commitments are met, and learning from mistakes.
- Respect: Treating every individual with dignity and valuing their contributions, fostering a positive and inclusive work environment.
- Excellence: Striving for excellence in all aspects of the business, setting high standards for performance and quality.
- Sustainability: Committing to environmentally friendly practices, social responsibility, and ethical business operations.
- Growth: Encouraging personal and professional growth for employees, as well as sustainable business expansion.
- Adaptability: Embracing change and being flexible in response to market dynamics and evolving customer needs.
- Diversity: Celebrating diversity in all its forms and creating an inclusive environment that values differences.
- Empowerment: Encouraging and enabling employees to take initiative, make decisions, and contribute to the success of the business.
- Transparency: Maintaining open and honest communication with all stakeholders, sharing information and being forthcoming about the business's actions.
- Openness: Promoting transparency and encouraging open communication within the organization.
- Adaptability: Embracing change and being flexible in response to evolving circumstances.
- Fun: Infusing a sense of enjoyment and playfulness into the workplace culture.
- Empathy: Demonstrating understanding and compassion towards employees, customers, and stakeholders.
- Gratitude: Cultivating an attitude of appreciation and acknowledging the contributions of others.
- Inclusivity: Fostering an environment that welcomes diversity and values different perspectives.
- Quality: Committing to delivering products or services of the highest standard.
- Innovation: Encouraging creative thinking and pursuing new ideas and solutions.
- Responsibility: Taking ownership of actions and being accountable for outcomes.
- Harmony: Striving for a balanced and harmonious work environment.
- Resilience: Persevering through challenges and bouncing back from setbacks.
- Collaboration: Promoting teamwork and cooperation across all levels of the organization.
- Independence: Encouraging autonomy and individual initiative.
- Social Responsibility: Integrating ethical and sustainable practices into business operations.
- Authenticity: Staying true to your values and brand identity, both internally and externally.
- Creativity: Nurturing a culture that supports and rewards creative thinking and innovative solutions.
- Community: Engaging and giving back to the local and global communities, being a responsible corporate citizen.

Brain Dump...



Take some time to brainstorm and list down ALL the values you feel you and your brand stand for. Let your thoughts flow freely, and don't worry about editing at this stage:

Core Values Brain Dump:

Narrowing Down Your Core Values



A process to narrow down which core values to choose for your business

How To Narrow Down Your Core Values	
Function	Impact
Assess Alignment	Review your brain dump of values and identify the ones that closely align with your business's mission, purpose, and long-term goals.
Prioritize	Rank the values based on their importance to your business's success and their relevance in shaping your company culture.
Seek Input	Involve key stakeholders, team members, and even customers in the process. Gather feedback to ensure your chosen values resonate with them.
Evaluate Consistency	Examine if your selected values are consistent with how you currently operate as a business. They should reflect your existing practices and behaviors.
Group Similar Values	Look for common themes and overlaps among the values you've prioritized. This will help you identify patterns and group similar values together.
Choose Three Core Values	From the synthesized list, highlight the three values that truly represent the essence of your business and resonate with your team and customers.



Narrowing Down To Three Core Values



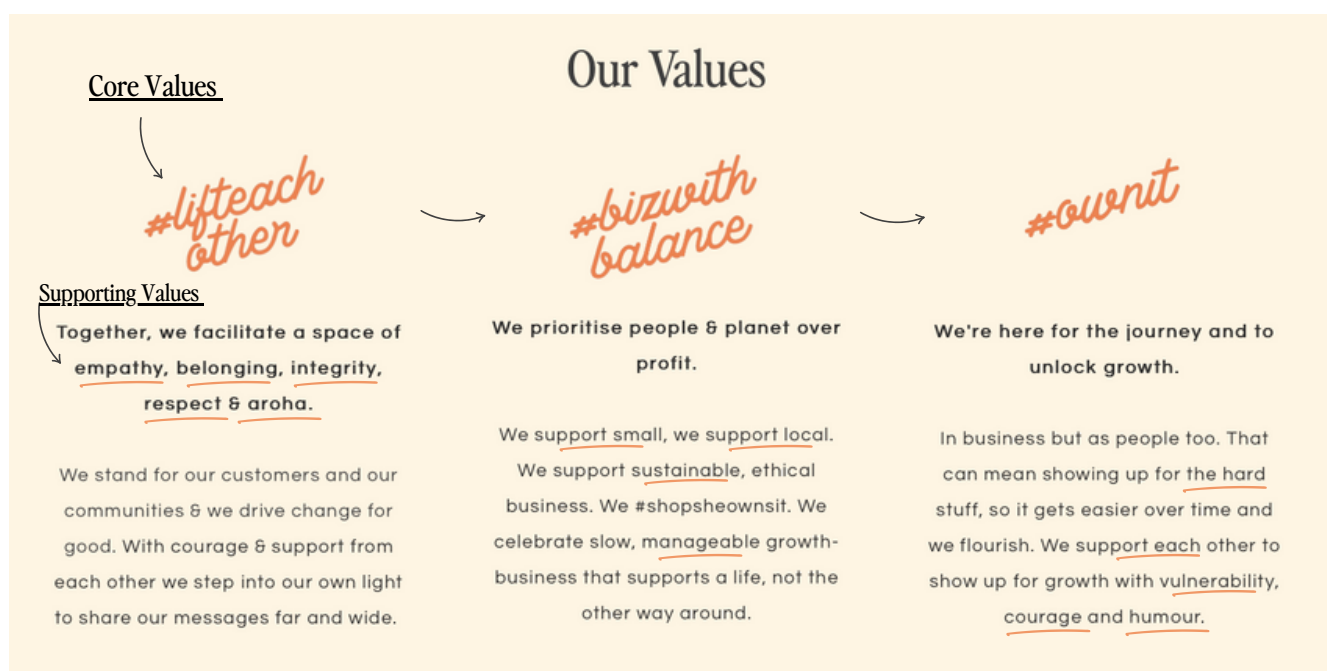
Making your values powerful and memorable

Here's something I've noticed over the years when it comes to businesses and their values. Having too many values is hard to remember!

It's great that companies stand for so much- but you can't even remember your own Core Values because there are too many or they're not impactful enough- what's the point?

A strategy that works for me is this:

1. Do your brain dump and highlight the core values that stand out to you. It's likely that you'll have more than three
2. Write those values on post it notes. Then, create THREE groups and within those groups put together values that sit well together or are along similar themes.
3. From each of those groups, highlight the value that stands out as the 'group leader.' Those are your three Core Values.
4. Underneath each value, expand on what it means, incorporating the other supporting values that align with it. See below how we've done this with She Owns It!



Core Values

Business Name:



WHAT WE STAND FOR:	
Value:	Meaning:

The Hashtag Test



Embed your values throughout your organisation

Now that you have your Core Values consider how you can use them to drive engagement with your culture and brand.

Having values is pointless if no one knows what they are!

Here's a list of ways you can embed your values throughout your organisation and help everyone get behind them:

Team Onboarding

Create a short onboarding video or guide that walks team members and partners through your organisation, culture and values

Your About Page

The 2nd most visited page on your website! Engage your community by highlighting your values clearly on your about page

Make Them Hashtagable

A good test of how useful your values are! Start using them as hashtags across your organisation:

- ☐ Posting on social media? Use the hashtags!
- ☐ Creating blog posts? Pop your hashtags in every time you share values relevant content
- ☐ Have a Facebook Group? Encourage your Members to use your values as Hashtags within the group to drive values and conversation
- ☐ Instagram? Help people quickly understand what you stand for by including your hashtagged values on your bio



A final note



Your core values reflect the essence of a purpose-driven business, guiding every aspect of its operations, culture, and interactions.

As you choose your core values, consider how they align with your business's mission and long-term goals, as well as how they resonate with your team and customers.

Once established, your core values will be the pillars upon which your business thrives and makes a positive impact on the world.

A personal journey

At She Owns It our Core Values are #LifeEachOther, #BizWithBalance and #OwnIt.

On top over EVERYTHING above, these values guide me personally as I travel this path day to day.

They literally remind me to keep standing for women in business, believing in my dream and stubbornly trying to find a path forward that WORKS for women, for mums, for caregivers and under represented groups.

#OwnIt is also a daily challenge to me to politely acknowledge my inner fears, thank them for trying to keep me safe and gently letting them know that today, I'm choosing growth.

At the end of the day, the biggest things that hold us back in business are distraction and fear.

And knowing my core values has been the foundation for staying focussed, and feeling the fear and doing it anyway.

It's about so much more than business!

It's about life, and how you choose to live it.

So embrace it! And enjoy the process, it's what it's all about!



xx Rach

Additional Resources

If you want support levelling up in your business don't forget to lean on the She Owns It Success System!



Monthly Review & Plan Workshop

During this live workshop you'll remove all the distractions and get laser focussed on sales activities so you can bring in more income and unlock your growth 🌟



Virtual Co-Working

Every Tuesday 9-11am, join us to work ON your content and plan and keep yourself accountable and on track.



Monthly Content Plan Workshop

No matter how good your offer, it won't sell if no-one knows about it. Lean on us to create savvy connection content and attract new customers and sales.



Monthly Coaching Calls

Hitting roadblocks? Join me for a live online marketing Q and A or 1-1 Voxer Support Day and get my support deciding on the next most powerful step forward in your biz.

FOCUS • ACCOUNTABILITY/ SUPPORT • ACTION • RESULTS