

CORE VALUES

EXERCISE

Here is a simple exercise to help you define your values and get clear on the core principles which guide you and your food enterprise.

Step one: get started with the list below - just highlight or write down any of the values which resonate with you:

Adventure	Discovery	Honesty	Satisfaction
Accountability	Efficiency	Humility	Security
Altruism	Empathy	Imagination	Service
Authenticity	Empowerment	Independence	Simplicity
Awareness	Endurance	Individuality	Sincerity
Balance	Energy	Innovation	Strength
Beauty	Enjoyment	Inspiration	Support
Brilliance	Enthusiasm	Integrity	Sustainability
Clarity	Equality	Intelligence	Teamwork
Commitment	Equanimity	Intensity	Thoughtful
Communication	Ethical	Intuition	Tolerance
Community	Excellence	Joy	Tranquillity
Compassion	Exploration	Justice	Transparency
Confidence	Fairness	Kindness	Trust
Connection	Family	Love	Truth
Consciousness	Fame	Loyalty	Understanding
Contentment	Fearlessness	Mastery	Uniqueness
Contribution	Focus	Motivation	Unity
Conviction	Fortitude	Openness	Victory
Cooperation	Freedom	Optimism	Vision
Courage	Friendship	Originality	Vitality
Creativity	Fun	Passion	Wisdom
Curiosity	Generosity	Patience	Wonder
Dedication	Genius	Peace	
Determination	Grace	Playfulness	
Development	Gratitude	Purpose	
Devotion	Growth	Quality	
Dignity	Harmony	Respect	
Discipline	Health	Responsibility	



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Step two: once you have a list of words which resonate with you, take some time to narrow down your selection even further. If you have a long list of words at the end of this exercise, group them into similar themes.

For example, '**community**' can be grouped with '**team-work**'.

Step three: pick the one word from each group which stands out the most to you. Ideally, you want to finish with between 3 to 5 words. This gives a rich, textured combination that is personal to your enterprise, but not so many the impact is watered down.

For example: the three key values for the Open Food Network UK are:

Enabling
Collaborative
Transformative

Step four: In the final step of this exercise, create a one-liner for each core value you have chosen. You could use some of the other similar words you may have dropped. These sentences should be both meaningful to you and inspiring.

Use your core values to align your tone of voice and create consistency in your marketing message - i.e. what you say to your customers and the way you say it.

Being crystal clear about your core values will help every customer interaction - be it online or in person - embody and communicate your core principles as a business. This subtle consistency helps to generate trust and customer loyalty in the long run.

Extra: you could create a poster as a team or write them on post-it notes to help remind you and your team what you stand for.

