

02. GUIDED BY VALUES



SEASON OF  
SOWING

# Exploring brand values

This workbook is designed to help you uncover and align your brand's core values with its vision and purpose. Values can guide your choices and actions, and help you create meaningful connections with your audience.

Through a series of reflective prompts and exercises, you'll explore the beliefs that define your business or creative practice. These insights will help you align your values with the impact you want to create.

At the end of this workbook, you'll find a curated list of suggested values to inspire your journey. Use it to spark ideas or feel free add your own!

## 1. Which values most deeply reflect what you stand for?



## 2. What are your **three core values** & why?



3. How do these values influence your choices & actions?



4. What is one value that has truly influenced you? How?



5. Which value do you aspire to embrace more fully? Why?



6. How do your values guide the way you connect?



7. How can you embody your core values to stay aligned?



8. In what way do your values uplift those around you?



# Guiding values for inspiration

Abundance	Drive	Guidance	Motivation	Solidarity
Adaptability	Duty	Happiness	Nature	Spirit
Adventure	Ease	Harmony	Nobility	Spontaneity
Alchemy	Elegance	Health	Nurture	Stability
Alignment	Empathy	Heart	Neutrality	Strength
Aspiration	Empowerment	Honesty	Openness	Sustainability
Audacity	Enchantment	Hope	Optimism	Talent
Balance	Encouragement	Humility	Organisation	Teamwork
Beauty	Endurance	Humour	Originality	Tenacity
Belief	Energy	Illumination	Passion	Thoughtfulness
Belonging	Engagement	Imagination	Patience	Tranquillity
Boldness	Environment	Impact	Peace	Transcendence
Bravery	Epiphany	Inclusivity	Perseverance	Transparency
Calmness	Equality	Independence	Playfulness	Trust
Collaboration	Equanimity	Individuality	Positivity	Truth
Community	Excellence	Innovation	Possibility	Understanding
Compassion	Exploration	Integrity	Power	Unity
Confidence	Fairness	Intuition	Presence	Universality
Congruency	Faith	Joyfulness	Pride	Utility
Connection	Family	Justice	Progress	Versatility
Courage	Fierceness	Kindness	Quality	Virtue
Creativity	Flexibility	Kindredness	Radiance	Vision
Curiosity	Flow	Kinship	Reliability	Vitality
Daring	Focus	Knowledge	Renewal	Vivacity
Dedication	Fortitude	Leadership	Resilience	Warmth
Delight	Freedom	Learning	Resonance	Wellbeing
Dependability	Friendliness	Liveliness	Reverie	Wisdom
Depth	Fun	Love	Rhythm	Worthiness
Determination	Generosity	Loyalty	Security	Wonder
Devotion	Gentleness	Magic	Serendipity	Yielding
Discipline	Genuineness	Mastery	Service	Yearning
Discovery	Gratitude	Meaning	Simplicity	Youthfulness
Diversity	Growth	Momentum	Sincerity	Zeal

Craft a brand that feels like home



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thesearethedays.co  
hi@thesearethedays.co  
www.thesearethedays.co