



MTM EXECUTIVES

Coaching, Consulting & Services

Empowering the people who power business.

Defining Values for Your Brand

Core values form the foundation on which we perform work and conduct ourselves. Core values are the basic elements of how we go about our work. They are the practices we use (or should be using) every day in everything we do.

They are not descriptions of the work we do or the strategies we employ to accomplish our mission but they govern our work, how interact with each other, and which strategies we employ to fulfill our mission.

How will you lead?



A. Current Values

What are the top 3 values you currently live by?

- _____
- _____
- _____

B. Aspirational Values

What are the top 3 values you want to incorporate into your life?

- _____
- _____
- _____

C. Happy Moment Values

What are the top 3 values from your happy moment?

- _____
- _____
- _____

D. Admired Values

What are the top 3 values you admire in someone else?

- _____
- _____
- _____

E. Operational Values

What are the top 3 values you need to work on expanding in yourself or in your business?

- _____
- _____
- _____