

BRAND VALUES

At the core of your **Brand Strategy**, you will find your **Brand Values**. They are intrinsic to every aspect of your business, not just your marketing materials. They're the defining values that hold you accountable as a business and define what matters to your brand.

BRAND VALUES GROUP EXERCISE

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Responsibility	7
Positive Risk Taking	8
Action Oriented	9
Collaboration	10
Conscientious & Aware	8

Value	Description
Responsibility	To promote accountability and ownership of our actions, choices, and learning.
Positive Risk Taking	To provide a supportive environment where students are empowered to step outside their comfort zones and embrace challenges.
Action Oriented	To drive positive change through decisive steps and seize opportunities to make a meaningful impact in our school community and beyond.
Collaboration	To foster teamwork, communication, and synergy by actively engaging and supporting each other's strengths and ideas.
Conscientious & Aware	To cultivate a culture of mindfulness and social responsibility, promoting a deep sense of awareness and empathy towards oneself, others, and the world.

If you had to say it all in one sentence, how would you phrase it? In other words, what does your brand stand for?	We believe in a dynamic and inclusive learning environment where students actively engage in learning, take purposeful action, demonstrate accountability, and cultivate mindfulness, empowering them to thrive as compassionate leaders in college and careers.
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Customer Feedback	
Do these values guide your decisions, unite employees, and define your brand?	100%
Do these values hold executives, employees, and customers accountable?	100%