

Chapter Five Exercises

Exercise One - Value Finder

Think about what your company stands for. If your customers were to describe your company, what words would they use? Better yet, what words would you ideally WANT them to use? Select all the choices that apply from the list below or add some of your own.

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|------------------------|------------------------|------------------------|
| Accountable | Excellence Driven | Passionate |
| Adaptable | Fast Moving | Persistent |
| Admirable | Fearless | Pioneering |
| Balanced | Flexible | Positive |
| Big Thinking | Fun | Precise |
| Bold | Game Changing | Quality Focused |
| Collaborative | Hard Working | Relationship Centered |
| Community Focused | Helpful | Relentless |
| Constantly Improving | Honest | Respectful |
| Continuously Learning | Hospitable | Results Driven |
| Courageous | Humble | Service Oriented |
| Creative | Hungry | Strong |
| Curious | Impactful | Supportive |
| Customer Focused | Industry Leader | Sustainability Focused |
| Disruptive | Innovative | Teamwork Centered |
| Diverse | Integrity Centered | Transparent |
| Driven | Joyful | Trusted |
| Empathetic | Open Minded | Value Producing |
| Employee Focused | Optimistic | Other _____ |
| Environmentally Active | Partnership Developing | |

Notes:
