



No.02

# VALUES DISCOVERY TEMPLATE

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@RARAPR

#PRBYYOU

COVER PAGE

# VALUES DISCOVERY TEMPLATE

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EXPRESSION OF VALUE

**WORKSHEET FACILITATORS TO HELP YOU UNEARTH  
YOUR CORE VALUES.**

**QUESTIONS AND PROMPTS TO ASSIST WITH  
ESTABLISHING WHAT YOUR VALUES ARE.**

**INSIGHT ON HOW TO PUT THEM TO GOOD USE.**

**SUPPORT BY WAY OF EXAMPLES ON HOW TO TURN  
YOUR VALUES INTO VALUE STATEMENTS FOR YOUR  
BUSINESS AND TO BUILD YOUR BRAND.**

**AN EASY TO FOLLOW FORMAT.**

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## EXPLAINER.

Your core brand values are the true north star of all decisions made inside and outside of your business.

Brand values stand at the very heart of your brand. They're the centre from which everything radiates – including your brand's visual identity (design and imagery), message (brand voice and language), and relationships (your team, your community and your customer service).

Brand values are important. They're no different to your personal values. In fact, they're one of the same. Even if you don't own the organisation you're working with; often what attracts us to the businesses we choose to work with are the personal values we hold. They become our decision filter for everything.

They define how you communicate consistently and as a result it's how your ideal community can find you amongst a deluge of options. It's how to build 'know, like and trust factor.' It's how to build a brand.

This facilitator helps you find and define your core values. And guide you on how you can put them to good use once you know them.

*Words by Jade Roberts | founder raraPR*

# VALUES DISCOVERY OVERVIEW

AT A GLANCE

STEP 1

PROCESS OF  
ELIMINATION  
PICTURES

STEP 2

VALUES PERSONIFIED

STEP 3

YOU AND YOUR FRIENDS  
AS VALUES

STEP 4

LIST YOUR FOUR CORE  
VALUES

STEP 5

CROSS CHECK AND  
ELIMINATE

STEP 6

WRITE YOUR VALUE  
STATEMENTS

JADE ROBERTS

"YOUR CORE BRAND  
VALUES ARE THE TRUE  
NORTH STAR OF ALL  
DECISIONS MADE INSIDE  
AND OUTSIDE OF YOUR  
BUSINESS.

BRAND VALUES STAND AT  
THE VERY HEART OF YOUR  
BRAND. THEY'RE THE  
CENTRE FROM WHICH  
EVERYTHING RADIATES."

COVER PAGE

**VALUES DISCOVERY  
TEMPLATE  
[PROJECT NAME]**

CLIENT NAME GOES HERE

# THE CLIENT NAME

*A sub heading relating to the specific project  
[alternative font page]*

**SUBMITTED BY**

\_\_\_\_\_  
First Name Last Name  
Organisation  
Date  
\_\_\_\_\_

# OVERVIEW

Page Name	0

# FIND YOUR VALUES DISCOVERY

## STEP 1

### TASK: PROCESS OF ELIMINATION PICTURES

- Review the images in the next few pages that follow.
- Select 20 images that sing to you. The 20 images you are most drawn to.
- Look for themes in them. As a process of elimination cancel out any that double up on the hidden meaning or reoccurring theme.
- From 20, eliminate to 10 and from 10 eliminate to five.
- Make sure your final five have different themes. But they must each attract you without deep reason or rationale.
- Don't spend too much time on this. Go with instant appeal.
- Then from the final five, pick one that is your hero card. The card you are captivated or drawn to the most.
- The result will be four core values and one hero value.

# VALUES DISCOVERY

## STEP 1

### OUTCOME: EXAMPLE

To complete this step write down the five value themes you think came up for you for this exercise. And then write down the value theme for your hero card selection - your one card. Example outcomes are below. Move to the following page to fill out your outcomes. If you'd like to go one step further you can write down the outcome of the value. See below example. i.e. how does achieving that value through experience make you feel? Or in other words, what is the outcome of that value in your life?

### THEME OUTCOMES X4

e.g. Achievement: Recognition

---

e.g. Adventure: Fun/experience

---

e.g. Belonging: Feel safe, build community and belonging

---

e.g. Connection: Friendship, social, fun, find humour, positivity, trust

---

e.g. Innovation: Inspire possibility

---

e.g. Leadership: Always learning, growth and personal development

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### HERO CARD OUTCOME X1

e.g. Peace: Reduce overwhelm, recognition, appreciation, freedom

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# VALUES DISCOVERY

## STEP 1

### OUTCOME

Now write down the five value themes you think came up for you for this exercise. And write down the the value theme for your hero card selection - your one card. There's no right or wrong. This is an exercise in awareness as we look for patterns in value themes.

### THEME OUTCOMES X4

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### HERO VALUE OUTCOME X1

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# FIND YOUR VALUES DISCOVERY

## STEP 2

### TASK: VALUES PERSONIFIED

- Review the next page of listed values
- Choose one and then compare it with another word. Ask yourself if these two values were people; Who would you rather go on a long drive with? Who would you rather have dinner with? Who would you rather spend quality time with? If you had to choose between one or the other who would you choose?
- The idea is to get down to four values as a process of elimination.
- Then cross check your outcomes from STEP 1: review to see if there are any patterns or double ups.

# VALUES DISCOVERY

These core values are in no way meant to be exhaustive, rather they are intended to simply illustrate how rich a source of inspiration as stand-alone words they are to the mindset of what matters to you and manifests in your brand voice.

ABUNDANCE	BALANCE	DEPENDABLE	EVOLUTION
ACCEPTANCE	BEAUTY	DETERMINED	EXCELLENCE
ACCESSIBILITY	BELONGING	DIVERSITY	EXPERTISE
ACCOUNTABILITY	BRAVERY	DRIVE	FAIRNESS
ACCURACY	CLARITY	DUTY	FAMILY
ACTIVENESS	COLLABORATION	EASE OF USE	FAME
ADAPTABILITY	COMFORT	ECONOMY	FEARLESSNESS
ADVENTURE	COMMITMENT	EDUCATION	FITNESS
AFFECTION	COMPASSION	EFFECTIVENESS	FLEXIBILITY
AMBITION	CONFIDENCE	EMPATHY	FOCUS
APPRECIATION	CONNECTION	ENDURANCE	FREEDOM
APPROACHABILITY	CONSISTENCY	ENTHUSIASM	FRIENDSHIP
ATTENTION TO DETAIL	CONTROL	ENTREPRENEURSHIP	FUN
AUTHENTICITY	CRAFTSMANSHIP	ENVIRONMENT	FUN-LOVING
	CREATIVITY	EMPOWERING	GENEROSITY
	CREDIBILITY	EQUALITY	GENUINENESS
GRATITUDE			
GROWTH			
GUIDANCE	KIND	PATIENCE	SAFETY
HAPPINESS	KNOWLEDGEABLE	PASSIONATE	SECURITY
HARMONY	LEADERSHIP	PERFORMANCE	SIMPLICITY
HEART	LEARNING	PLAYFULNESS	SINCERITY
HELPFUL	LEVEL-HEADED	PLEASANT	SPONTANEITY
HISTORY	LIVELINESS	PERSISTENT	STABILITY
HONEST	LONGEVITY	POISED	SUPPORT
HOPE	LOVE	POLISHED	SUSTAINABILITY
HUMBLE	LOYALTY	PRACTICAL	TALENT
HUMOUR	MASTERY	PROFESSIONAL	TEAMWORK
IMAGINATION	MATURE	PROGRESS	THOUGHTFUL
IMPACT	MELLOW	QUALITY	TOLERANCE
INDIVIDUAL	METICULOUS	RECOGNITION	TRUST
INNOVATIVE	MINDFULNESS	RELATIONSHIPS	UNDERSTANDING
INTEGRITY	MINDFUL	RELIABILITY	UNIQUENESS
INTELLIGENCE	MODEST	RESILIENCE	UNITY
INTIMACY	MOTIVATED	RESOURCEFULNESS	VALUE
INTUITION	MYSTICAL	RESPECT	VARIETY
JOY			WARMTH

# VALUES DISCOVERY

## STEP 2

### OUTCOME: EXAMPLE

List your value outcomes from the values personified page. Then list any double ups you have as an outcome of Step 1 and Step 2. Again compare the pair so that you get your values down to the final four core theme values with one hero value. Your hero is the one you are most drawn to.

### STEP 2: THEME OUTCOMES X4 - 5

e.g. Recognition

---

e.g. Adventure

---

e.g. Belonging

---

e.g. Connection

---

e.g. Innovation

---

e.g. Leadership

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### STEP 2: CROSSCHECK

e.g. List double ups if there are any reoccurring

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e.g. List double ups if there are any reoccurring

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# VALUES DISCOVERY

## STEP 2

### OUTCOME:

List your value outcomes from the values personified page. Then list any double ups you have as an outcome of Step 1 and Step 2. Again compare the pair so that you get your values down to the final four to five core theme values.

### STEP 2: THEME OUTCOMES X4 - 5

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### STEP 2: CROSSCHECK

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# FIND YOUR VALUES DISCOVERY

## STEP 3

### TASK: HOW YOU SEE YOURSELF AND HOW YOUR FRIENDS SEE YOU

- Review the next page of listed values.
- Choose four values that you feel drawn to. With one hero to make five.
- Consider how you personally choose friends and the values that they have or that they might see in you as a friend. Consider how they might describe you as a person by way of your values.
- Make sure none of your word selections have the same or similar meaning.
- Compare, cross check and as a process of elimination choose five final values.

# VALUE THEMES

## STEP 3: TASK

Nominate four words that best describe the type of values your friends have and/or that your friends would use to describe you in relation to what they like about you. Feel free to add a second page and create your own if the values you're looking for aren't featured on this list.

### VALUE THEMES

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Accountable      | <input type="checkbox"/> Healthy        | <input type="checkbox"/> Relatable            |
| <input type="checkbox"/> Achiever         | <input type="checkbox"/> Honest         | <input type="checkbox"/> Relationships driven |
| <input type="checkbox"/> Adventurer       | <input type="checkbox"/> Innovative     | <input type="checkbox"/> Reliable             |
| <input type="checkbox"/> Authentic        | <input type="checkbox"/> Inviting       | <input type="checkbox"/> Resilient            |
| <input type="checkbox"/> Better together  | <input type="checkbox"/> Inspiring      | <input type="checkbox"/> Resourceful          |
| <input type="checkbox"/> Community driven | <input type="checkbox"/> Kind           | <input type="checkbox"/> Respectful           |
| <input type="checkbox"/> Companion        | <input type="checkbox"/> Kindred Spirit | <input type="checkbox"/> Secure               |
| <input type="checkbox"/> Connected        | <input type="checkbox"/> Loyal          | <input type="checkbox"/> Simple/Simplicity    |
| <input type="checkbox"/> Craftsman/Crafty | <input type="checkbox"/> Mates          | <input type="checkbox"/> Spontaneous          |
| <input type="checkbox"/> Creative         | <input type="checkbox"/> Mentor         | <input type="checkbox"/> Stable               |
| <input type="checkbox"/> Educated         | <input type="checkbox"/> Peaceful       | <input type="checkbox"/> Supportive           |
| <input type="checkbox"/> Emotional        | <input type="checkbox"/> Positive       | <input type="checkbox"/> Sustainable          |
| <input type="checkbox"/> Found My Person  | <input type="checkbox"/> Progressive    | <input type="checkbox"/> Trustworthy          |
| <input type="checkbox"/> Flexible         | <input type="checkbox"/> Honest         | <input type="checkbox"/> Unique               |
| <input type="checkbox"/> Free             | <input type="checkbox"/> Professional   | <input type="checkbox"/> Un-relenting         |
| <input type="checkbox"/> Fabulous         | <input type="checkbox"/> Polite         | <input type="checkbox"/> Vivacious            |
| <input type="checkbox"/> Fun              | <input type="checkbox"/> Quality        | <input type="checkbox"/> Warm                 |
| <input type="checkbox"/> Growth oriented  | <input type="checkbox"/> a Leader       | <input type="checkbox"/> Welcoming            |

# VALUE THEMES

## STEP 3: TASK

Nominate four words that best describe the type of values your friends have and/or that your friends would use to describe you in relation to what they like about you. Feel free to add a second page and create your own if the values you're looking for aren't featured on this list.

### VALUE THEMES

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Accountable      | <input type="checkbox"/> Healthy        | <input type="checkbox"/> Relatable            |
| <input type="checkbox"/> Achiever         | <input type="checkbox"/> Honest         | <input type="checkbox"/> Relationships driven |
| <input type="checkbox"/> Adventurer       | <input type="checkbox"/> Innovative     | <input type="checkbox"/> Reliable             |
| <input type="checkbox"/> Authentic        | <input type="checkbox"/> Inviting       | <input type="checkbox"/> Resilient            |
| <input type="checkbox"/> Better together  | <input type="checkbox"/> Inspiring      | <input type="checkbox"/> Resourceful          |
| <input type="checkbox"/> Community driven | <input type="checkbox"/> Kind           | <input type="checkbox"/> Respectful           |
| <input type="checkbox"/> Companion        | <input type="checkbox"/> Kindred Spirit | <input type="checkbox"/> Secure               |
| <input type="checkbox"/> Connected        | <input type="checkbox"/> Loyal          | <input type="checkbox"/> Silly                |
| <input type="checkbox"/> Craftsman/Crafty | <input type="checkbox"/> Mates          | <input type="checkbox"/> Simple/Simplicity    |
| <input type="checkbox"/> Creative         | <input type="checkbox"/> Mentor         | <input type="checkbox"/> Spontaneous          |
| <input type="checkbox"/> Dependable       | <input type="checkbox"/> Peaceful       | <input type="checkbox"/> Stable               |
| <input type="checkbox"/> Educated         | <input type="checkbox"/> Positive       | <input type="checkbox"/> Supportive           |
| <input type="checkbox"/> Emotional        | <input type="checkbox"/> Progressive    | <input type="checkbox"/> Sustainable          |
| <input type="checkbox"/> Found My Person  | <input type="checkbox"/> Honest         | <input type="checkbox"/> Trustworthy          |
| <input type="checkbox"/> Flexible         | <input type="checkbox"/> Professional   | <input type="checkbox"/> Unique               |
| <input type="checkbox"/> Free             | <input type="checkbox"/> Polite         | <input type="checkbox"/> Un-relenting         |
| <input type="checkbox"/> Fabulous         | <input type="checkbox"/> Quality        | <input type="checkbox"/> Vivacious            |
| <input type="checkbox"/> Fun              | <input type="checkbox"/> a Leader       | <input type="checkbox"/> Warm                 |
| <input type="checkbox"/> Growth oriented  |   | <input type="checkbox"/> Welcoming            |

# VALUES DISCOVERY

## STEP 3

### OUTCOME:

List your five values from task three. Then cross-check outcomes from Task 1 and Task 2; delete anything repeating or with a similar meaning and keep the words that resonate the most. The ideal outcome is to land on four key core values as a result of Task 1, 2 and 3 with one hero value to bring you to five as a total.

#### STEP 3A: VALUE WORD OUTCOMES X4 WITH ONE HERO

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#### STEP 3B: CROSSCHECK RESULTS FROM TASK 1, 2 & 3. LIST FIVE FINAL CORE VALUES, NOTING THE HERO.

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# FIND YOUR VALUES DISCOVERY

## STEP 4

### TASK: CROSS CHECK AND ELIMINATE

- Review your values, cross check and eliminate repeating words.
- You've now arrived at your core values.

# CORE VALUES OUTLINED

## STEP 5

**TASK: LIST YOUR CORE VALUES**

**THESE ARE YOUR FOUR CORE VALUES**

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**THIS IS YOUR HERO VALUE**

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# CORE VALUE STATEMENTS

## STEP 6

### TASK: WRITE YOUR CORE VALUE STATEMENTS

#### APPROACH

Core Values are a set of words that support your vision and mission and provide a framework for your team and your clients and potential client to connect with. They are the foundation of your messaging and set of beliefs.

Core Values for a business or an individual must be actionable and written as verbs in a statement.

For example, Honesty is not a brand value. 'To tell the truth at all times' is a value (it must be actionable). 'Innovation' is not a value; but to say 'always challenge the statusquo and unearth possibility' is a value.

#### THEMES OUTCOMES WRITTEN AS VALUE STATEMENTS

Achievement: Do all that I can, the best that I can. (Recognition)

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Adventure: To initiate adventure and new experiences. (Fun)

---

Belonging: To promote empathy, understanding and a sense of belonging (Feel safe)

---

Connection: To connect and build community with meaningful interactions. (Friendship)

---

Innovation: To pursue innovation and curiosity (Inspire possibility).

---

Leadership: To lead with integrity, pursue curiosity, mentor at every level, and never

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stop learning. (Always learning).

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Peace: To reduce overwhelm and bring about peace of mind. (Reduce overwhelm)

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GREAT PR IS NOT  
DEPENDENT ON  
PUBLICITY, BUT ON  
GREAT MESSAGING

# EXAMPLE: RARAPR CORE BRAND VALUES

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Core  
Brand  
Values

GREAT PR IS NOT  
DEPENDENT ON  
PUBLICITY, BUT ON  
GREAT MESSAGING

Creativity  
Connection  
Mentorship  
Achievement

---



Core  
Brand  
Values



## Brand Value Statements

### CREATIVITY

We bring creative spirit to everything we do. We love being around creative people, because we too are creative.

### CONNECTION

We look for meaningful, inspiring and kind connections in the relationships and experiences we seek out and create.

### MENTORSHIP

We use PR as a conduit to make sure people feel seen, heard and significant. We provide leadership and mentorship to others as much as we love equally being mentored.

### ACHIEVEMENT

We uplift the brilliance in others and ourselves so that we can each reach the peak of our powers.



# VALUES DISCOVERY CHECKLIST

-  PICTURE VALUES
-  VALUES PERSONIFIED
-  FRIENDS AS VALUES
-  CROSS CHECK
-  LIST FINAL VALUES
-  WRITE VALUES AS STATEMENTS
-  LET YOUR VALUES INFORM  
DECISIONS AND  
COMMUNICATION

# SUMMARY

## TAKEAWAY 1

PR and brand building success comes from clearly defined values to guide all communication.

## TAKEAWAY 2

Consistent values on display help to build the know, like and trust factor.

## TAKEAWAY 3

Core values need to not just be single words, but actionable statements to provide clarity on how, and why they are relevant to your business.

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