



**marketingcoach.ie**  
marketing consultancy and business coaching

# BRAND VALUES

# Step 1



**Read through the list of values and write down all and any of the words that resonate with you**

# VALUES PROMPT LIST





Acceptance	Clear	Decisiveness	Fortitude	Insightful	Originality	Satisfaction	Talent
Accomplishment	Clever	Dedication	Freedom	Inspiring	Passion	Security	Teamwork
Accountability	Comfort	Dependability	Friendship	Integrity	Patience	Self-reliance	Temperance
Accuracy	Commitment	Determination	Fun	Intelligence	Peace	Selfless	Thorough
Achievement	Common sense	Development	Generosity	Intensity	Performance	Sensitivity	Thoughtful
Adaptability	Communication	Devotion	Genius	Intuitive	Persistence	Serenity	Timeliness
Alertness	Community	Dignity	Giving	Irreverent	Playfulness	Service	Tolerance
Altruism	Compassion	Discipline	Goodness	Joy	Potential	Sharing	Toughness
Ambition	Competence	Discovery	Grace	Justice	Power	Significance	Traditional
Amusement	Concentration	Drive	Gratitude	Kindness	Present	Silence	Tranquillity
Assertiveness	Confidence	Effectiveness	Greatness	Knowledge	Productivity	Simplicity	Transparency
Attentive	Connection	Efficiency	Growth	Leadership	Professionalism	Sincerity	Trust
Awareness	Consciousness	Empathy	Happiness	Learning	Prosperity	Skill	Trustworthy
Balance	Consistency	Empower	Hard work	Liberty	Purpose	Skilfulness	Truth
Beauty	Contentment	Endurance	Harmony	Logic	Quality	Smart	Understanding
Boldness	Contribution	Energy	Health	Love	Realistic	Solitude	Uniqueness
Bravery	Control	Enjoyment	Honesty	Loyalty	Reason	Spirit	Unity
Brilliance	Conviction	Fairness	Honour	Mastery	Recognition	Spirituality	Victory
<u>Calm</u>	Cooperation	Family	Hope	Maturity	Recreation	Spontaneous	Vigour
Candor	Courage	Fame	Humility	Meaning	Reflective	Stability	Vision
Capable	Courtesy	Fearless	Imagination	Moderation	Respect	Strength	Vitality
Careful	Creation	Feelings	Improvement	Motivation	Responsibility	Structure	Wealth
Certainty	Creativity	Ferocious	Independence	Openness	Results-oriented	Success	Welcoming
Challenge	Credibility	Fidelity	Individuality	Optimism	Reverence	Support	Winning
Charity	Curiosity	Focus	Innovation	Order	Rigor	Surprise	Wisdom
Cleanliness	Decisive	Foresight	Inquisitive	Organization	Risk	Sustainability	Wonder

## Step 2



**Narrow down your list to  
your top 9 values**

# COMPANY VALUES

 <p>IT'S ALL ABOUT <b>PEOPLE</b> TEAM WORK <i>Let's build together!</i> DIANDA CONSTRUCTION</p>	 <p>WE ARE BETTER <b>TOGETHER</b> 20 11 <i>Dianda Construction</i> - GENERAL CONTRACTOR -</p>	 <p>HAVE FUN <b>THINK BIG</b> DO GOOD DIANDA CONSTRUCTION - Since 2011 -</p>
 <p>Make it Your <b>BEST WORK</b> DIANDA CONSTRUCTION</p>	 <p><b>EARN TRUST</b> BE RESPONSIBLE Est. 2011 DIANDA CONSTRUCTION</p>	 <p>GROW YOURSELF <b>MENTOR</b> - Others - DIANDA CONSTRUCTION</p>
 <p>MAKE THINGS <b>HAPPEN</b> <i>Dianda Construction</i></p>	 <p><b>PLAN</b> CHALLENGE SOLVE ADAPT <i>Build it better than ever before.</i> DIANDA CONSTRUCTION</p>	 <p><i>Finish</i> <b>STRONG</b> DIANDA CONSTRUCTION</p>

## Step 3



**Prioritise the top 3  
values for your  
organisation**

## VALUE 1



**One sentence  
about what this  
really means for  
your business**

## VALUE 2



**One sentence  
about what this  
really means for  
your business**

## VALUE 3



**One sentence  
about what this  
really means for  
your business**

## Our Values help us to understand how to put this into practice:

### No one tries harder for customers

- Understand customers
- Be first to meet their needs
- Act responsibly for our communities

Understanding people – customers, colleagues, communities – and what matters to them, and then trying to make those things better, is at the heart of Tesco. It's about listening to people and talking to them using all the tools at our disposal – from Clubcard data to social media – and then acting by changing and innovating to meet their needs.

### We treat people how they want to be treated

- Work as a team
- Trust and respect each other
- Listen, support and say thank you
- Share knowledge and experience

## Every little help makes a big difference

- Helping to reduce food waste globally and ensuring surplus food goes to those in need
- Making it easier to live more healthily
- Sourcing great quality, affordable and sustainable products
- Making a positive contribution to the communities where we operate.