



CORE VALUE CREATION BLUEPRINT

What do you want
your *business* to
behave like when
you're not present?

01.

Record your answer to the question in the title of the document. For example, you may say *"I want my employees to be honest with everyone."*

02.

Record why you want this for your business.

03.

Based on your answer in section 1, start recording single words that represent your answer. For example, you may choose the words *"honesty"* or *"accountability"*

Once you've finished, revisit it in a couple of days to determine which will become your core value.

The form is a vertical stack of five rectangular boxes. The top box is orange-outlined. The second box is grey-outlined. The bottom three boxes are blue-outlined. An orange line on the left side of the boxes connects them, starting from the top box, going down, and then branching out to the left side of each subsequent box.