FADED RECIPES*/

You're missing some staple seasonings. We need more than salt and butter to create rich flavor.

Values Refinement Framework

This worksheet helps you take your half-remembered values and clarify them into memorable, consistent behaviors—like refreshing a family recipe so it hits every time.

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🍽 Section 1: Dig Out the Recipe Cards

Revisit your past brand statements, mission blurbs, about pages, and internal docs.

What values do you *say* you stand for?

List them here:

1. _____

2. _____

3. _____

4. _____

5. _____

Now rate how clearly each one shows up in practice (1 = invisible, 5 = obvious):

Value	Rating (1–5)	Notes

🍕 Section 2: Clarify the Flavor

For each value, define its **emotional note** and **brand behavior**.

Value	Feels Like… (emotion)	Looks Like… (behavior/action)

Example:
Value: *Respect*

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Feels Like: Warmth, attentiveness
Looks Like: Responding to all DMs with care, crediting collaborators

🔍 Section 3: Taste Test

Now ask a peer, collaborator, or client:

"Which of these values *actually come through* when you interact with our brand?"

Record their top 3 picks and their reasoning.

Person	Value They Noticed	Why They Said It Showed Up

If their answers don't match your intent—time to refine further.

🧑🔍 Section 4: Kitchen Notes – Rewrite for Impact

Choose one value and **rewrite it** in your own brand voice.

Instead of: "Innovation"
Try: "We don't do copy-paste. Ever."

Write 2–3 rewritten value statements:

1. _____

2. _____

3. _____

These should feel *like you*, not like corporate wallpaper.

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