HALF-BAKED TRADITIONS*/

There's warmth. Now refine the recipes and make them unforgettable

Brand Rituals Builder

This worksheet helps you transform your brand values from vague ideas into consistent, **repeatable rituals** that build culture, trust, and long-term alignment.

Section 1: Your Signature Dish

Pick your top 3 brand values. For each, describe what kind of experience you want people to associate with it.

Value	Emotional Outcome	Example Moment or Action

Example:
Value: *Generosity*
Outcome: People feel like they're getting more than expected
Action: Every new client gets a welcome pack + surprise gift

Section 2: Define Your Rituals

What can you **do consistently** to express each value? Fill out this template for each:

Value: _____
Weekly Ritual: _____
Quarterly Ritual: _____
Event-Based Ritual (e.g., launch, crisis, hire): _____

Repeat for each value (3 times).

Section 3: Embed in the Culture

Now ask: how do these rituals show up across...

Area	Notes / Plans
Internal communication	
Client touchpoints	
Social media / content	
Hiring / onboarding	

Rituals don't just live in meetings—they breathe in your actions and storytelling.

Section 4: Your Kitchen Wall Quote

Write 1 quote or phrase that embodies your brand's **value-driven ethos**—something a team member or customer might remember.

> "We show up. We serve first. We stay honest."

Write yours here: