

# Core Values Finder: For Your Band or Your Brand

GVC Marketing



Clarify what you stand for so you can stand out. Fill it in and send to me for a free assessment.

## Why Values Matter

Core values aren't corporate jargon. They're the gut-check words that guide your brand, band, or career. Whether you're trying to land gigs, a job, or loyal fans—this worksheet will help you show up with clarity and consistency.

## Step 1: Think Back

Circle the 2–3 moments that spark the strongest reaction for you:

- A time you felt incredibly proud
- A moment that made you furious
- A time you felt completely 'in flow'
- A decision you made that you're still proud of
- A job or gig you quit (and why)

**Write a few notes about why each moment mattered to you:**

## Step 2: Look Around

1. What kind of people energize you?
2. What kind of people drain you?
3. What type of work do you get lost in (time disappears)?

Contact: [jkernohan@gvcmarketing.com](mailto:jkernohan@gvcmarketing.com) | [www.gvcmarketing.com](http://www.gvcmarketing.com)

Or book a 30-min values alignment session email me today!

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4. What's something you wouldn't compromise on—ever?

## Step 3: Word Filter

Now pick 5–7 words that feel like you from this list (or write your own). Circle or highlight them.

### **Bold/Action-Focused:**

Grit, Impact, Freedom, Growth, Innovation, Disruption

### **Vision/Ideas:**

Curiosity, Wisdom, Simplicity, Integrity, Intuition, Creativity

### **Human-Centered:**

Compassion, Humor, Justice, Loyalty, Empathy, Authenticity

## Define Your Top 3–5 Values

1. Value: \_\_\_\_\_

What it means to me:

2. Value: \_\_\_\_\_

What it means to me:

3. Value: \_\_\_\_\_

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What it means to me:

4. Value: \_\_\_\_\_

What it means to me:

5. Value: \_\_\_\_\_

What it means to me:

## **Use Them in Your Brand or Band**

A few places where your values should show up:

- Your social media bio
- Your website or Linktree
- Your resume/LinkedIn summary
- Your stage presence or creative work
- Your portfolio
- How do you describe yourself in intros or pitches

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**Pick one and rewrite it now using your values.**

Want Feedback?

Want feedback? Send me your worksheet and I'll review your values with a coaching lens. Send it today.

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