**WORKSHEET #1: Mission & Values**

This chart may seem like second nature to some of you, but articulating the mission, values, differentiators and the various details that make your brand unique is important. It’s the first step in building a VoC program, but it’s also the first step in gut-checking if your current program is aligned with your brand’s business goals. No company is too big or too small to restate and realign these core concepts.

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| **Company** | **Tagline** | **Mission/Values** | **Value Props** | **Differentiators** | **Target Audience** |
| Your Brand: |  |  |  |  |  |
| Top Competitor: |  |  |  |  |  |

**Keep in mind:** These areas of focus will help outline your brand’s “wheelhouse,” which is important when talking to prospects, interviewing incoming talent, and understanding how to reach your audience. Together, this worksheet will provide you with the key elements for a killer elevator pitch.