

PROFESSIONAL DEVELOPMENT

How to Develop and Execute Meaningful Core Values for your Brand

Susie Ippolito
BRANDS

CEO
CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY

"YOU CAN SAY WHAT
YOUR VALUES ARE
BUT THEY ARE MOST
EFFECTIVE WHEN
THEY EVOKE EMOTION
IN YOUR AUDIENCE."

*Kimberly Townsend
President and CEO of
Loretto Management Corporation,
Leadership Expert, and Author*

"GIVE WITH A VERY
GENEROUS SPIRIT
AND DON'T EXPECT
ANYTHING BACK."

*Chris Do
The Futur*

COMMUNICATION.
RESPECT. INTEGRITY.
EXCELLENCE.

THEY SOUND PRETTY
GOOD, DON'T THEY?
...THESE ARE THE
CORPORATE VALUES OF
ENRON..., AND, AS EVENTS
HAVE SHOWN, THEY'RE NOT
MEANINGFUL; THEY'RE
MEANINGLESS.

*Harvard Business Review
"Make Your Values Mean Something"*

Learn from the pros!

LET'S TALK ABOUT GOALS

Core Values are most effective when they are tied to Business Goals
and Brand Intentions.

Business Goal

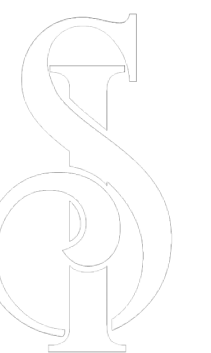
- To establish a positive reputation within the community we live in, work in, and serve.

Brand Goal

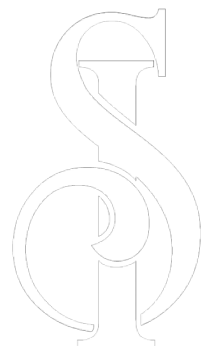
- To cultivate authentic content that resonates with our target audience.

Mindset

- Open to all ideas.



Let's look at some examples of values led brands.



the digital hyve




 digitalhyve • [Follow](#)

 digitalhyve #Flashba crew rockin' their coz hope you and your fa safe & healthy at hom as our crew is here!

1w

 saradani_ ♥♥
1w Reply



 Liked by centerstateceo
APRIL 10

Add a comment...



 digitalhyve • [Follow](#) ...

 digitalhyve Today we're celebrating Sarynna, who was recently named DH's first-ever Senior Client Experience Manager! We're so excited to see Sarynna absolutely crush her new role and bring our Account Services team to a whole new level! 🌟 #bettereveryday #congrats

2w

 matthewjread @sarynbean the bean of all beans
2w 3 likes Reply

 _patricerob Congratulations!
2w 2 likes Reply

\$30,000

OVER \$30K RAISED FOR
FOODBANK OF CNY



digitalhyve • Follow

...



digitalhyve Our Biz Dev team attended the 34th Annual Athena International Awards last week to support all of the amazing women in our community! The Athena Awards recognize professional female leaders who have demonstrated significant achievements in business, community service, and the professional advancement of women. Big congrats to this year's recipients! 🌟

12w



Liked by spsparking and 27 others



digitalhyve • Fc



digitalhyve This make a real imp DH decided to g and donate clas that everyone c season! #DHGi

17w



frankd251 ❤️❤️

17w 1 like Don



Liked by commonsj

DECEMBER 24, 2019



saltcitycoffee • Follow
Syracuse, New York



saltcitycoffee Throwing
Thursday to days of a f
events!

We are missing seeing
smiling faces! Hopefull
we'll be back to hosting
filling our cafe with the
a cafe could ask for. Ur
our window for a quick
safe!



Liked by **yogawith_lynn** a
7 DAYS AGO

Add a comment...



saltcitycoffee • Following
Syracuse, New York



saltcitycoffee It's the time

We're excited to announce
the proceeds from our Hol
Traditions bag sales will be
towards the Pay It Forward
Buy a bag and give a coffe

Holidays are about thinkin
Stop in today to support y
community! The great cofi



42 likes

NOVEMBER 14, 2019



saltcitycoffee • Following



saltcitycoffee Wo
Day!

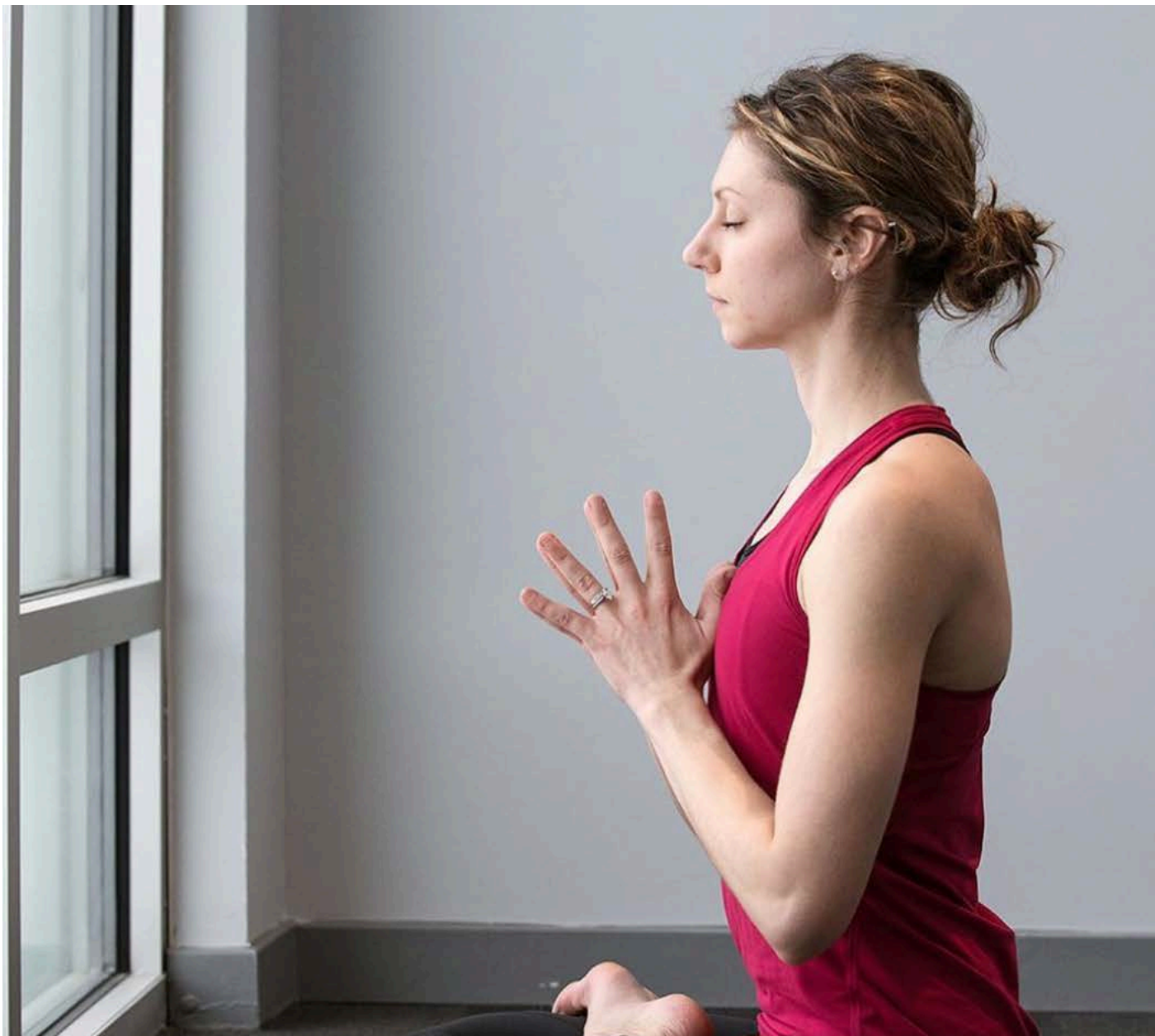
To help bring awareness to mental health and the need for positivity, we've teamed up with @manic.makers and a group of wonderful people for a Mental Health Awareness Day Giveaway! We want to bring a positive environment to our shop. Head on over to our page to enter this contest!

Encouraging buttons from @knowsanctuary

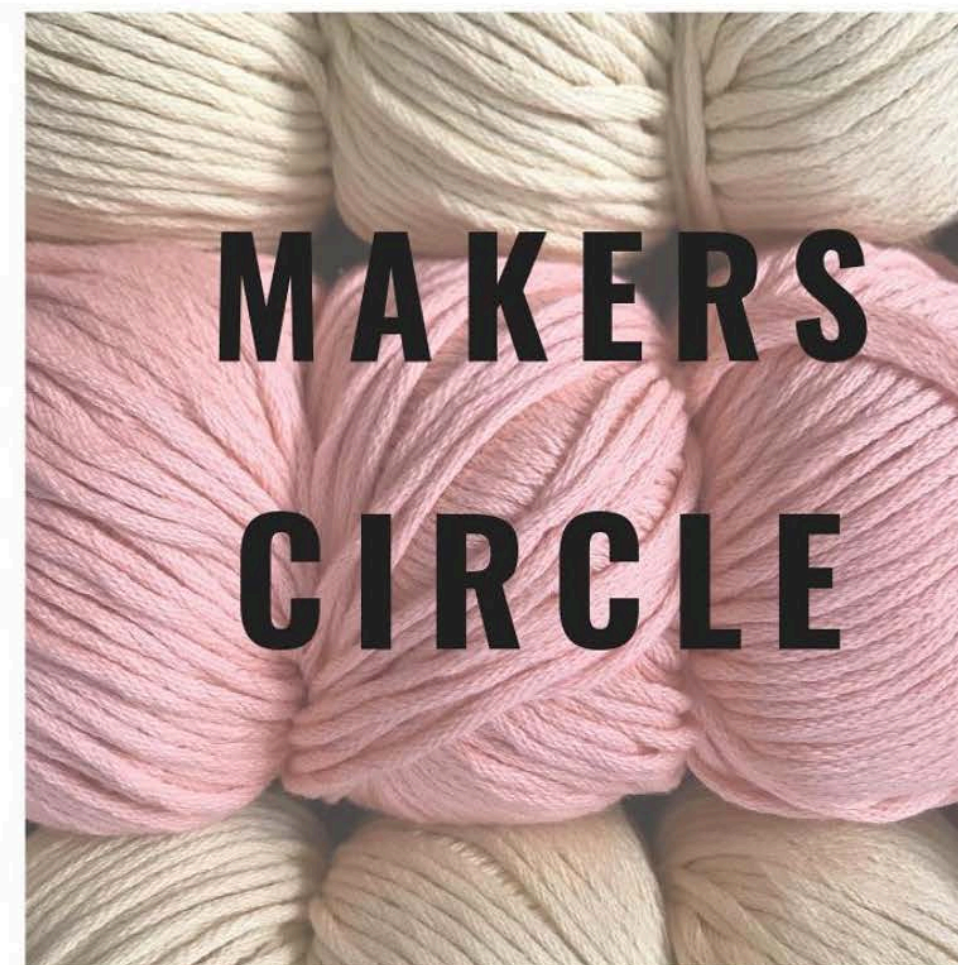


Liked by yogawith_lyr

OCTOBER 10, 2019



MAY 3RD 4-6



saltcitycoffee • Following
Syracuse, New York



saltcitycoffee Yoga with Renee!

We're very excited to announce our second yoga event as our June #firstfridays! On Friday June 7th from 6-7pm you can join @reneeberlucchiyoga for a peaceful outdoor* yoga practice. Oh yeah it's free too! Bring your yoga mats and a smile for this exciting event! 🧘

We will be keeping the shop open through the event so stop by before hand for a treat!

📍 : @rossoscarknight



saltcitycoffee • Following
Syracuse, New York



saltcitycoffee One week!

One week until our next #firstfridays event! This month we will be working with @knittingbydarian in hosting the second Makers Circle.

Please join us from 4-6 on May 3rd with all your fiber and fiber friends as we craft and chill!

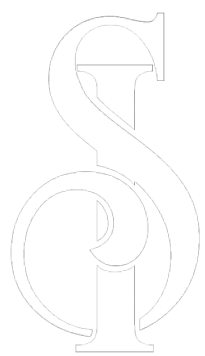
Makers Circle is open to any fiber artist including but not limited to knitting, embroidery, weaving, and crochet!

Coffee and tea will be available for purchase! See you there! ☕ 🍵 🧡



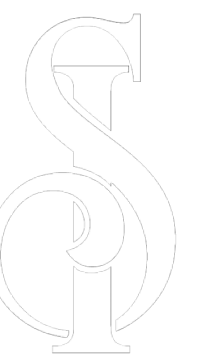
Liked by showoffs_boutique and 138 others

So how do you develop authentic, meaningful
core values?



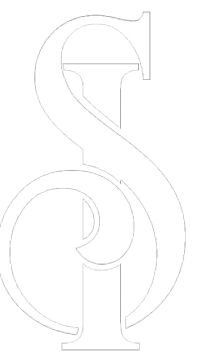
Start to develop your brand's core values

- ◆ What are our brand "always" and "nevers"? (We always use sustainable materials, we never compromise on quality, for example)
- ◆ Where does your team care deeply about?
- ◆ Where does your team volunteer or mentor?
- ◆ Where does your team donate money?



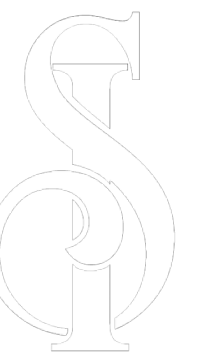
Now, let's create some action

- ◆ Where can we make a difference?
- ◆ Where can we make a positive contribution?
- ◆ Where do these ideas align with our business goals?
- ◆ Where do these ideas align with our brand goals?
- ◆ How will we make this a priority in our brand and business?



When you are comfortable and confident with those answers, start to think about marketing strategy.

- ◆ How do our core values align with our content strategy?
- ◆ What can we do to share our values with our audience in an authentic way?
- ◆ How will we communicate our core values:
 - ◆ internally
 - ◆ externally
 - ◆ on sales calls
 - ◆ on website
 - ◆ on social media



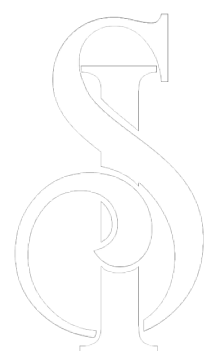
Core Values create sustainable value for your brand.

When you commit your brand to the discovery and implementation of its core values,

new and better ways of thinking
gifts and talents you were not aware you had
a powerful connection to your community

it's authentic voice
increased organic brand awareness

positive reputation building
easier content development



Well done!

By completing this workbook you have established a solid foundation on which to build your brand.

You have also uncovered marketing language, found ways to showcase your knowledge, and possibly discovered new things about your brand's voice.

Questions, comments, feedback?
Reach out on [LinkedIn](#)



[SusieIppolitoBrands](#)



[Susie Ippolito](#)

[SusieIppolito.com](#)

Susie Ippolito
BRANDS

BRAND STRATEGY
MARKETING DESIGN
BRAND DEVELOPMENT WORKSHOPS



"A brand has an infinite number of methods and mediums at their disposal to display their goods and services.

"I am interested in the behind the scenes work, the system a brand employs to create its message and to imprint its image on the minds of its tribe."

Susie Ippolito

Susie Ippolito Brands, LLC / 120 East Washington Street / Suite 715 / Syracuse, / New York / 13202

@SusieIppolitoBrands / SusieIppolito.com / hello@susieippolito.com

This workbook is proprietary to Susie Ippolito Brands, LLC and cannot be reproduced without written consent.