**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11212&utm_source=integrated+content&utm_campaign=/content/brand-story-templates&utm_medium=Brand+Credo+Employee+Worksheet+word+11212&lpa=Brand+Credo+Employee+Worksheet+word+11212&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND CREDO:**

**EMPLOYEE WORKSHEET**

|  |  |  |  |
| --- | --- | --- | --- |
| EMPLOYEE NAME | ROLE | | DATE SUBMITTED |
|  |  | |  |
| COMPANY NAME | | DEPARTMENT | |
|  | |  | |

|  |  |
| --- | --- |
| BRAND | COMPANY DEFINITION |
| BRAND PURPOSE |  |
| BRAND VALUES |  |
| CORE BELIEFS |  |

|  |  |
| --- | --- |
| What motivates you personally to support our  **Brand Purpose?** |  |
| What motivates you personally to support our  **Brand Values?** |  |
| What motivates you personally to support our  **Core Beliefs?** |  |
| What daily or large-scale activities do you perform to incorporate our **Brand Purpose**, **Brand Values**, and **Core Beliefs** into your work? |  |

|  |
| --- |
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