**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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