Activity 1: Values and Taglines

When defining your values, consider the following questions: How would you describe your team and/or yourself? How would you describe what you share/offer?

1. Write out 2-3 values per question (4-6 total) that represent who you are and what you do. If this feels difficult–sometimes it's hard to describe ourselves!–feel free to ask a friend, coworker, or other trusted source who might be able to help.

2. Once you have your values, write out 2 taglines that could help you share your story on social media. Remember: to write a tagline, you can simply list your values or begin your sentence with a verb.