

Team Brand Statement Worksheet

Instructions: Think about our team and answer the questions below. Don't worry about what you think others on the team, including the Leader, will say for each question. Instead, answer from *your own* authentic point of view, and be prepared to share in a team discussion.

1. **What are the values that describe this team best?** Think about guiding principles that our team seems to live by. Choose up to three.
2. **What are the strengths of this team when we are at our best?** List up to three of our top areas of knowledge, skill, or expertise.
3. **Whom do we serve?** Think about the most important consumers of the product we produce or the service we deliver. Describe our key customers as briefly as possible.
4. **What value do we add?** This is about our impact on the business. As you think about whom we serve, consider how we use our key strengths and what those we serve are then able to do as a result. Record below the unique value we add for our key customers.