



# TEAM VALUES & BRAND MASTERCLASS

**FOCUSED?**

**LET'S GET IT DONE**

**This is a view only file, so grab a pen, download the file, print it off and let's get started.**





# WHY BOTHER ABOUT BRAND?

## HOW DOES BOTHERING ABOUT BRANDING HELP PRIVATE PRACTICE?

It's clear what your team stands for

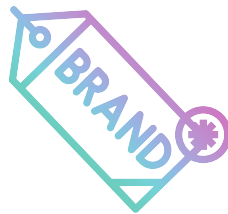
Clarity on what your team doesn't stand for

Inspires your team

Sets you apart from your competition

Helps the team to generate referrals

Practice recognition



Philosophy

Trust

## TEAM BRAND VALUE EXERCISE

What does your Private Practice Team really stand for?

What values are non-negotiable?

Are your brand values really unique to your practice (or just fluffy business-speak?)

Would your patients agree with your stated values?



# BRAND VALUE PROMPTS

Accountability	Excellence	Perfection
Accuracy	Excitement	Piety
Achievement	Expertise	Positivity
Adventurousness	Exploration	Practicality
Altruism	Expressiveness	Preparedness
Ambition	Fairness	Professionalism
Assertiveness	Faith	Prudence
Balance	Family-orientedness	Quality-orientation
Being the best	Fidelity	Reliability
Belonging	Fitness	Resourcefulness
Boldness	Fluency	Restraint
Calmness	Focus	Results-oriented
Carefulness	Freedom	Rigor
Challenge	Fun	Security
Cheerfulness	Generosity	Self-actualization
Clear-mindedness	Goodness	Self-control
Commitment	Grace	Selflessness
Community	Growth	Self-reliance
Compassion	Happiness	Sensitivity
Competitiveness	Hard Work	Serenity
Consistency	Health	Service
Contentment	Helping Society	Shrewdness
Continuous Improvement	Holiness	Simplicity
Contribution	Honesty	Soundness
Control	Honor	Speed
Cooperation	Humility	Spontaneity
Correctness	Independence	Stability
Courtesy	Ingenuity	Strategic
Creativity	Inner Harmony	Strength
Curiosity	Inquisitiveness	Structure
Decisiveness	Insightfulness	Success
Democraticness	Intelligence	Support
Dependability	Intellectual Status	Teamwork
Determination	Intuition	Temperance
Devoutness	Joy	Thankfulness
Diligence	Justice	Thoroughness
Discipline	Leadership	Thoughtfulness
Discretion	Legacy	Timeliness
Diversity	Love	Tolerance
Dynamism	Loyalty	Traditionalism
Economy	Making a difference	Trustworthiness
Effectiveness	Mastery	Truth-seeking
Efficiency	Merit	Understanding
Elegance	Obedience	Uniqueness
Empathy	Openness	Unity
Enjoyment	Order	Usefulness
Enthusiasm	Originality	Vision
Equality	Patriotism	Vitality

What is your team's brand personality?



# TEAM BRAND VALUES BRAINSTORMING

Start by choosing 5 or 6 key-value words and write 5 or 6 short, statement sentences

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What is your team's brand purpose?

Why does your Private Practice exist?

What does your team do?

Who do they do it for?

Have a go at writing a mission statement

e.g. LinkedIn "To connect the world's professionals to make them more productive and successful."

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## ONBOARDING TEAM MEMBERS

What do they think the Private Practice team brand is now?  
What would they like the team to be known for?

What are their specialist skills/USP and how does that align with the team's brand/values?

Does the new member understand how the team members relate to each other /communicate?

Ask your patients for feedback about your team's brand values

### BRAND MESSAGING

How are you currently showing up online? Is this consistent with your brand values?

How does feedback from patients align with your brand values?

Are you being consistent with your brand's personality in your messaging?

Are you differentiating your brand sufficiently from your competitors in your messaging?