

# Start with Values

## Reflective Questions

- **Do you know your organization's values?  
Write them here:**

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- **Now, let's go deeper. What is the  
essence of your mission?**

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- **Brainstorm words that supports why your  
mission is so unique.**

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**After you're done, circle 4-5 words that have the  
most resonance with the essence of your  
mission - these are your value bombs!**