



100 WAYS TO GET
PEOPLE TO
DESCRIBE YOU
WITH YOUR OWN
WORDS

LET'S START HERE!

As the company you work for has values, so should you.

Values are the words that describe you as a professional: how you make decisions, what you believe in, and how you behave based on those beliefs.



Most people don't have their values clearly defined. Instead, they copy their company's values - if their company values excellence, then they say they value excellence too.

But defining your values isn't about copying and pasting. It's about understanding what makes you different from others and what drives you to be excellent at your job.

HOW TO DEFINE YOUR VALUES?

Defining your values can be as simple as picking words that resonate with you, but the deeper approach is to reflect on what truly motivates you.

Once you've identified them, the next step is making sure people know them.



Many professionals hesitate to promote themselves because they fear coming across as arrogant or bragging.

But self-promotion, when done right, is simply about reinforcing your professional brand.

That's why I've created this guide - 100 ways to use your values to make yourself visible at work, without sounding arrogant.

LET'S USE CHEESE AS AN EXAMPLE
VALUE (JUST FOR FUN)

YOUR GOAL IS TO GET PEOPLE TO ASSOCIATE
YOU WITH THIS VALUE NATURALLY:

- 🐱 WHEN THEY SEE YOU, THEY THINK 'CHEESE'
- 🐱 WHEN THEY SEE 'CHEESE', THEY THINK OF YOU



EXAMPLE 1:
USE CONVERSATIONS TO REINFORCE
YOUR VALUE.

If your value is CHEESE, you mention in casual chats that you love cheese.

Nobody will argue with what you love!

Your goal is to share it enough times (up to three times per person) so that when they think of cheese, they think of you.



EXAMPLE 2:

ONE-ON-ONE MEETINGS WITH YOUR MANAGER.

Casually mention that you are a cheese enthusiast.

This way, when your manager hears or sees anything about cheese, they'll think of you.



EXAMPLE 3:

PERFORMANCE REVIEWS

Link your achievements back to your value of cheese (in a way that makes sense, of course).

For example, "I tackled this project with the same passion I put into discovering new cheese varieties."



EXAMPLE 4:

NETWORKING EVENTS

Use your value in conversations.

If someone asks what motivates you at work, tie your response to your core value.

“For me, it’s all about cheese - finding the best way to bring different ingredients (ideas) together for the perfect result.”



EXAMPLE 5:

YOUR EMAIL SIGNATURE

Add a tagline that hints at your value.

For example, “Committed to delivering excellence (and always open to cheese recommendations!)”



NOW, LET'S MOVE TO A REAL PROFESSIONAL VALUE: EXCELLENCE.

BELOW ARE 100 WAYS TO SHOWCASE YOUR VALUE OF EXCELLENCE IN DIFFERENT WORK SITUATIONS.

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- 🐱 MENTION YOUR VALUE IN ONE-ON-ONE MEETINGS WITH YOUR MANAGER.
 - 🐱 BRING IT UP DURING BUSINESS EVENTS.
 - 🐱 MENTION IT IN CASUAL CONVERSATIONS IN THE KITCHEN.
 - 🐱 INCLUDE IT IN YOUR EMAIL SIGNATURE.
 - 🐱 ADD IT TO YOUR LINKEDIN PROFILE.



- 🐱 SHARE YOUR VALUES THROUGH YOUR INTERNAL PRESENTATIONS.
- 🐱 DISPLAY YOUR VALUES IN THE WAY YOU SOLVE PROBLEMS AT WORK.
- 🐱 REINFORCE YOUR VALUES THROUGH THE QUALITY OF YOUR WORK.
- 🐱 SHOW HOW YOUR VALUES ALIGN WITH THE COMPANY'S GOALS IN MEETINGS.
- 🐱 SEEK OPPORTUNITIES TO MENTOR OTHERS AND DEMONSTRATE YOUR VALUES THROUGH GUIDANCE.



- 🐱 WRITE A BLOG POST OR ARTICLE FOR YOUR COMPANY'S INTRANET SHOWCASING HOW YOUR VALUES INFLUENCE YOUR WORK.
- 🐱 SHARE A SUCCESS STORY THAT REFLECTS YOUR VALUES IN INTERNAL COMMUNICATIONS.
- 🐱 START A DISCUSSION GROUP FOCUSED ON WORKPLACE VALUES AND ETHICS.
- 🐱 LEAD BY EXAMPLE AND EMBODY YOUR VALUES IN EVERY INTERACTION.
- 🐱 USE YOUR PERSONAL MISSION STATEMENT TO GUIDE YOUR PROFESSIONAL BEHAVIOUR.

- 🐾 OFFER CONSTRUCTIVE FEEDBACK WHILE STAYING TRUE TO YOUR VALUES.
- 🐾 VOLUNTEER FOR PROJECTS THAT ALIGN WITH YOUR VALUES TO DEMONSTRATE YOUR COMMITMENT.
- 🐾 ACT AS A ROLE MODEL FOR NEWCOMERS, SHOWING HOW VALUES SHAPE PROFESSIONAL SUCCESS.
- 🐾 INCORPORATE YOUR VALUES INTO YOUR PERFORMANCE GOALS AND REVIEWS.
- 🐾 BRING UP YOUR VALUES IN YOUR ANNUAL SELF-ASSESSMENT OR PERFORMANCE EVALUATION.



- 🐾 ALIGN YOUR VALUES WITH THE COMPANY'S CORPORATE SOCIAL RESPONSIBILITY INITIATIVES.
- 🐾 ORGANIZE EVENTS OR ACTIVITIES THAT PROMOTE THE COMPANY'S CORE VALUES.
- 🐾 SEEK OPPORTUNITIES TO COLLABORATE WITH COLLEAGUES WHO SHARE SIMILAR VALUES.
- 🐾 OFFER SOLUTIONS DURING TEAM MEETINGS THAT REFLECT YOUR VALUES.
- 🐾 FOSTER A SENSE OF COMMUNITY WITHIN YOUR TEAM BY ADVOCATING FOR SHARED VALUES.

- 🐱 USE YOUR VALUES TO INSPIRE OTHERS TO CONTRIBUTE THEIR BEST WORK.
- 🐱 LEAD PROJECTS OR INITIATIVES THAT PROMOTE ETHICAL PRACTICES.
- 🐱 POSITION YOURSELF AS A THOUGHT LEADER ON VALUE-DRIVEN PRACTICES IN THE WORKPLACE.
- 🐱 BE PROACTIVE IN DISCUSSING YOUR VALUES DURING STRATEGIC PLANNING SESSIONS.
- 🐱 CHAMPION DIVERSITY AND INCLUSION INITIATIVES THAT ALIGN WITH YOUR VALUES.



- 🐱 PRACTICE INTEGRITY BY ALWAYS ADMITTING MISTAKES AND LEARNING FROM THEM.
- 🐱 USE YOUR VALUES AS A FILTER WHEN MAKING CAREER DECISIONS.
- 🐱 SHOW CONSISTENCY IN YOUR VALUES, EVEN IN CHALLENGING SITUATIONS.
- 🐱 USE EXAMPLES FROM YOUR OWN LIFE TO ILLUSTRATE HOW YOUR VALUES GUIDE YOUR PROFESSIONAL DECISIONS.
- 🐱 SHARE YOUR VALUES WHEN DISCUSSING FUTURE GOALS WITH YOUR TEAM.

- 🦊 ENCOURAGE OPEN COMMUNICATION IN YOUR TEAM, REFLECTING YOUR VALUES OF TRANSPARENCY.
- 🦊 OFFER YOUR VALUES AS A FRAMEWORK FOR ETHICAL DECISION-MAKING IN YOUR ORGANIZATION.
- 🦊 HELP OTHERS SEE HOW THEIR VALUES CAN ALIGN WITH THE COMPANY'S VALUES TO CREATE GREATER SYNERGY.
- 🦊 USE YOUR SOCIAL MEDIA PRESENCE TO HIGHLIGHT YOUR PROFESSIONAL VALUES AND ACTIONS.
- 🦊 SPEAK UP FOR WHAT IS FAIR AND JUST, IN ALIGNMENT WITH YOUR CORE VALUES.



- 🦊 USE YOUR VALUES AS THE BASIS FOR OFFERING FEEDBACK AND CRITICISM IN A CONSTRUCTIVE WAY.
- 🦊 DISCUSS HOW YOUR VALUES INFLUENCE YOUR APPROACH TO LEADERSHIP IN TEAM MEETINGS.
- 🦊 PROMOTE A WORK CULTURE BASED ON TRUST AND ACCOUNTABILITY BY LIVING YOUR VALUES.
- 🦊 BUILD YOUR REPUTATION BY REMAINING CALM AND COMPOSED WHEN FACED WITH CONFLICTS.
- 🦊 CELEBRATE TEAM SUCCESSES BY ACKNOWLEDGING HOW YOUR COLLECTIVE VALUES CONTRIBUTED TO THE OUTCOMES.

- 🐱 CULTIVATE A SENSE OF OWNERSHIP OVER PROJECTS BY DEMONSTRATING RESPONSIBILITY ALIGNED WITH YOUR VALUES.
- 🐱 SHARE RESOURCES THAT HELP OTHERS EXPLORE AND REFLECT ON THEIR OWN VALUES.
- 🐱 IDENTIFY AND SHARE THE VALUES THAT RESONATE WITH YOUR TEAM TO INSPIRE COLLABORATION.
- 🐱 BE AN ADVOCATE FOR WORK-LIFE BALANCE AS A REFLECTION OF YOUR VALUES OF WELL-BEING.
- 🐱 SUPPORT INITIATIVES THAT ALIGN WITH ENVIRONMENTAL SUSTAINABILITY. REFLECTING YOUR VALUES OF RESPONSIBILITY.



- 🐱 ENCOURAGE ETHICAL PRACTICES BY DISCUSSING INDUSTRY STANDARDS AND VALUES AT TEAM MEETINGS.
- 🐱 SET PERSONAL AND TEAM GOALS THAT ALIGN WITH YOUR VALUES AND MEASURE PROGRESS AGAINST THEM.
- 🐱 OFFER OPPORTUNITIES FOR OTHERS TO SHARE THEIR VALUES AND ALIGN THEM WITH TEAM OBJECTIVES.
- 🐱 USE YOUR VALUES TO CHALLENGE THE STATUS QUO WHEN IT DOESN'T ALIGN WITH ETHICAL STANDARDS.
- 🐱 ADVOCATE FOR A CULTURE OF RESPECT BY MODELLING BEHAVIOR THAT ALIGNS WITH YOUR PERSONAL VALUES.

- 🐱 CREATE A PERSONAL BRAND THAT REFLECTS YOUR VALUES AND ATTRACTS LIKE-MINDED PROFESSIONALS.
- 🐱 BE VOCAL ABOUT THE IMPORTANCE OF AUTHENTICITY IN THE WORKPLACE. SHOWING HOW IT ALIGNS WITH YOUR VALUES.
- 🐱 LEAD INITIATIVES THAT PROMOTE INCLUSIVITY, EQUITY, AND FAIRNESS BASED ON YOUR VALUES.
- 🐱 RECOGNIZE THE VALUES-DRIVEN ACHIEVEMENTS OF OTHERS AND CELEBRATE THEM PUBLICLY.
- 🐱 USE STORYTELLING TO SHARE HOW YOUR VALUES HAVE GUIDED YOU THROUGH CAREER CHALLENGES.



- 🐱 PROMOTE A GROWTH MINDSET BY ENCOURAGING COLLEAGUES TO SEE SETBACKS AS OPPORTUNITIES FOR GROWTH, IN LINE WITH YOUR VALUES.
- 🐱 HELP FOSTER A TEAM ENVIRONMENT THAT EMBRACES ACCOUNTABILITY AND INTEGRITY.
- 🐱 STAY COMMITTED TO YOUR VALUES, EVEN WHEN FACED WITH OPPOSITION.
- 🐱 USE VALUES-BASED LEADERSHIP TO INFLUENCE AND GUIDE YOUR TEAM TOWARDS SUCCESS.
- 🐱 SEEK OUT OPPORTUNITIES TO CONTRIBUTE TO CAUSES THAT ALIGN WITH YOUR PERSONAL AND PROFESSIONAL VALUES.

- 🐾 SHARE SUCCESS STORIES THAT HIGHLIGHT HOW STAYING TRUE TO YOUR VALUES LED TO POSITIVE OUTCOMES.
- 🐾 ENGAGE IN CONVERSATIONS ABOUT THE IMPORTANCE OF ETHICAL BEHAVIOR AND HOW IT ALIGNS WITH ORGANIZATIONAL SUCCESS.
- 🐾 STAND FIRM IN YOUR PRINCIPLES, EVEN WHEN THEY ARE CHALLENGED BY EXTERNAL PRESSURES.
- 🐾 PROVIDE TRAINING OR WORKSHOPS ON HOW TO INCORPORATE PERSONAL VALUES INTO PROFESSIONAL PRACTICES.
- 🐾 USE YOUR VALUES TO NAVIGATE COMPLEX SITUATIONS AND MAKE TOUGH DECISIONS WITH CONFIDENCE.



- 🐾 CREATE A SUPPORTIVE WORK ENVIRONMENT BY LISTENING ACTIVELY AND PROMOTING MUTUAL RESPECT.
- 🐾 OFFER YOUR INSIGHTS ON HOW THE COMPANY CAN INTEGRATE ITS VALUES INTO ITS BUSINESS STRATEGY.
- 🐾 LEAD BY EXAMPLE WHEN IT COMES TO MAINTAINING PROFESSIONALISM AND ADHERING TO ETHICAL STANDARDS.
- 🐾 SHARE YOUR CAREER PATH AND HOW YOUR VALUES HAVE GUIDED YOUR DECISIONS AND ACTIONS ALONG THE WAY.
- 🐾 DEVELOP A REPUTATION FOR BEING AN ADVOCATE FOR ETHICAL LEADERSHIP WITHIN YOUR COMPANY.

- 🐾 STAND UP FOR WHAT IS RIGHT. EVEN IF IT'S UNPOPULAR. TO REINFORCE YOUR COMMITMENT TO YOUR VALUES.
- 🐾 USE YOUR VOICE TO ADVOCATE FOR IMPROVEMENTS IN WORKPLACE CULTURE THAT ALIGN WITH YOUR VALUES.
- 🐾 REFLECT ON HOW YOUR PERSONAL VALUES CONTRIBUTE TO THE SUCCESS OF THE TEAM AND ORGANIZATION.
- 🐾 USE YOUR VALUES AS A FOUNDATION FOR MANAGING CONFLICT IN A CONSTRUCTIVE AND RESPECTFUL MANNER.
- 🐾 DEMONSTRATE YOUR COMMITMENT TO INTEGRITY BY ALWAYS FOLLOWING THROUGH ON YOUR PROMISES.



- 🐾 ENCOURAGE OTHERS TO DEVELOP A STRONG SENSE OF SELF-AWARENESS BY EXPLORING THEIR PERSONAL VALUES.
- 🐾 USE YOUR VALUES TO CREATE MEANINGFUL CONNECTIONS WITH OTHERS IN YOUR PROFESSIONAL NETWORK.
- 🐾 PROMOTE INITIATIVES THAT CREATE POSITIVE CHANGE AND ALIGN WITH YOUR VALUES OF PROGRESS AND INNOVATION.
- 🐾 ALIGN YOUR ACTIONS WITH YOUR VALUES AND ENSURE CONSISTENCY ACROSS ALL YOUR PROFESSIONAL INTERACTIONS.
- 🐾 SEEK MENTORSHIP FROM LEADERS WHO SHARE SIMILAR VALUES TO LEARN HOW THEY NAVIGATE THEIR CAREERS.

🐱 SHOW APPRECIATION FOR COLLEAGUES WHO SHARE SIMILAR VALUES BY ACKNOWLEDGING THEIR CONTRIBUTIONS.

🐱 BE A VOICE FOR THOSE WHO MAY NOT HAVE THE PLATFORM TO EXPRESS THEIR VALUES OR CONCERNS.

🐱 CONTINUOUSLY ASSESS AND REFINE YOUR PROFESSIONAL APPROACH TO ENSURE IT ALIGNS WITH YOUR EVOLVING VALUES.



NOW YOU MUST TAKE ACTION!

YOU'VE SEEN 100 WAYS TO PROMOTE YOUR VALUES AND SHAPE HOW OTHERS PERCEIVE YOU AT WORK.

PICK AT LEAST 5 STRATEGIES AND START USING THEM IN YOUR DAILY INTERACTIONS. WHETHER IT'S SHARING YOUR VALUES IN MEETINGS OR ADJUSTING YOUR COMMUNICATION, YOU'LL NOTICE A DIFFERENCE IN HOW YOU'RE PERCEIVED.

TRY IT FOR A WEEK OR TWO, AND WATCH YOUR REPUTATION SHIFT. SMALL CHANGES TODAY CAN HAVE A BIG IMPACT TOMORROW. READY FOR THE CHALLENGE? LET'S SEE HOW YOUR VALUES CAN TRANSFORM YOUR WORKPLACE PRESENCE!



FINAL THOUGHT:

The way others talk about you is ultimately a reflection of the choices you make.

If you choose to remain silent and not correct misunderstandings, you're allowing others to shape your narrative for you.

People get distracted, and their description of you might not align with how you want to be remembered.

By taking control of your story and choosing how to communicate your values and actions, you empower others to act as your brand ambassadors.

Help them describe you in the way you want to be seen, ensuring that your reputation reflects your true character and the professional identity you're building.

Your reputation is yours to create - shape it intentionally and consistently, and others will follow your lead in telling your story.



ABOUT THE AUTHOR

Hi I'm Delia Fox 🐾 and I help professionals succeed through their reputation, to gain more recognition, authority, and value in their roles.

I've been in your shoes - struggling to prove my value at work.

By applying the exact exercises I now teach, I transformed my reputation and earned a promotion in under a month.

My clients have done the same, seeing quick, tangible results by following these proven strategies.

- Gained recognition
- Quick career Advancement
- Achieved real, proven results.