

## ASK A VALUES-BASED QUESTION WORKSHEET

Target Audience? \_\_\_\_\_

**Draw a circle around** WORDS THAT DESCRIBE WHAT YOUR TARGET CARES ABOUT

**Draw a star next to** WORDS THAT FEEL ALIGNED WITH YOUR BRAND VALUES

- |                       |                |
|-----------------------|----------------|
| Local                 | Honest         |
| Fair Trade            | Integrity      |
| Community             | Compassion     |
| Connection            |                |
| Locally Sourced       | Client-Centric |
|                       | Intuitive      |
| Sustainable Future    | Playful        |
| Social Responsibility | Fun            |
| Global Health         | Adventure      |
| Recycled              | Creative       |
| Non-Toxic             | Outdoors       |
| Clean Water           | Recreation     |
| Sustainable Food      |                |
| Organic               | Relaxation     |
|                       | Integrative    |
| Collaboration         | Mindfulness    |
| Partnership           | Well Being     |
| Family                |                |
| Children              | Natural        |
|                       | Health         |
| Empathy               | Beauty         |
| Thoughtful            | Luxury         |



*Use these words to help you craft an engaging, values-based question for employees to answer:*

## Suggested Steps:

1. Use the worksheet to identify an engaging question that will get your target audience talking about why they care about the Earth. Build off your core brand values. You can use the premade template included on the next page or create your own.
2. Get the word out about the Green Challenge. To increase participation, consider a friendly competition among departments to see which can get the higher participation rate.
3. Set the time period for the challenge—it can be over one day at a specific event or over a longer period (a week or a month).
4. Create a Green Challenge wall in the break room or other central location and post the cards on the wall. Get creative in how you display them. Or take pictures of participants with their card and post on social media.

## Logistics to Consider:

- How to promote the Green Challenge/Question:
- How long to hold for—during an existing event/meeting or over one week/month?
- How to create a friendly competition to spur activity:
- Where to post answers:
- How to recognize winners if a contest. Prizes?

**Resources:** Latest White Paper MAKE GREEN HAPPEN can be downloaded at: [www.greenimpact.com/GSN](http://www.greenimpact.com/GSN). Or give Deborah your card and she will mail you a PDF. Includes templates and more resources. Also see: [Check out these 6 novel ways to empower employees](#) on GreenBiz.com.



<https://www.greenimpact.com/GSN>

## Check out these 6 novel ways to empower employees

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<https://www.greenbiz.com/article/check-out-these-6-novel-ways-empower-employees>

#MAKEGREENHAPPEN

**I love the Earth because...**

