



THE VALUE OF VALUES

A SIMPLE APPROACH
TO UNLOCK IMPACT

hypergalactic_



Values are brand building 101,
but most people get it wrong!

Here's a simple approach
to unlock the benefits,
of being a value-driven pack.



**VALUES DON'T
MAKE YOU UNIQUE.
IMPLEMENTATION DOES.**



YOU'RE NOT TOO SMALL.

No, it's not only for the big global organizations with 10K+ staff.

Even a 10-people startups can benefit!



DON'T REINVENT THE WHEEL

There's only a finite pool to draw from - not much over a dozen (DM me for the list).



UNLEASH THE TRANSFORMATIVE POWER

When implemented, values have power to transform how your firm ticks and how it's perceived.



HOW TO USE IT?

It's simple.



THE FORMULA

Pick 5 that align with
your spirit the most.
Live up to them.

But how?



01/ WARMUP

Start with yourself.



BUILD A HABIT

of mentally relating what
you do to the values

Discover that what you do
and how you do it, is already
influenced by your virtues.

Keep reflecting - it will bring
clarity and strengthen your
relationship with the values.



FIX WHAT GIVES

If you find misalignment,
either revise the values
or your actions.



BUILD A COMPASS

With time, you'll possess a strong compass that becomes your second nature.



SEE THE BENEFITS, RAMP UP!

Life gets organized.
Less friction.
More flow.

Feels like
+10 to intuition.



02/ RAMP UP!

Take it out of your head.
Out of the leadership room.
Project it.



THE 1ST REWARD

Your leadership style has already become clearer and you're already projecting these values.



GET IT OUT: THE CULTURE BOOK

As the first step, we like
doing the Culture Book.

A bite-size doc that builds a
practical link between the values
and reality of your organization.

It's fun and no pun.



IGNITE. EMPOWER.

Gather.
Discuss it.
Spread it.

Get your team involved.
It's for your people.
Empower them.



WRITING? USE IT!

Working on your new pitch deck,
presentation or website copy?

Infuse the message
with a deeper meaning.

Note: it's not a messaging playbook,
but could become part of it.



HIRING? USE IT!

Put it on your HR touchpoints.
This will help attract the right talent big
time - aligning people that are alike,
not that just match position reqs.



WHAT'S NEXT?

As your organization grows, you'll need culture leaders and systems in place, but that's a firm start already.



TIMING?

See the results under 4 weeks.



CONGRATULATIONS

You just unlocked another superpower
on your journey to become a superhero.



Hey! I'm Patrick Kizny.

I founded hypergalactic_ to support ambitions of those, who dare to dream bigger than their earthly confines.

With a unique blend of strategic branding and creative execution, we unlock the exponential growth that new space ventures need to secure their spot in the future space economy.

**Interesting?
I'm here to talk.**



BOOK A FREE DISCOVERY CALL

Let's make an action plan
to take your firm to the next level.

[click or grab a link from my bio]



OUTSMART → OUTPACE → OUTLAST!

THE FUTURE SPACE ECONOMY IS TAKING SHAPE NOW. SECURE YOUR SPOT.