



# 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 strenghten 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.