



SHEBUILDSBRANDS

# VIA CHART

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By Kubi Springer



# What is a VIA Chart?

## Values, Interest and Abilities

The 'V' is your Values, 'I' is your Interests and 'A' is your Abilities. It is important to have a VIA Chart as it helps you establish who you are and how you fit into the world.

The Values are key to identifying your principles: what standards of behaviour or judgement do you deem as important in your life? The Interests are put down to see what you like doing, what is fun for you? The Abilities are there to establish what you are capable of what are your natural gifts and your learned skills?

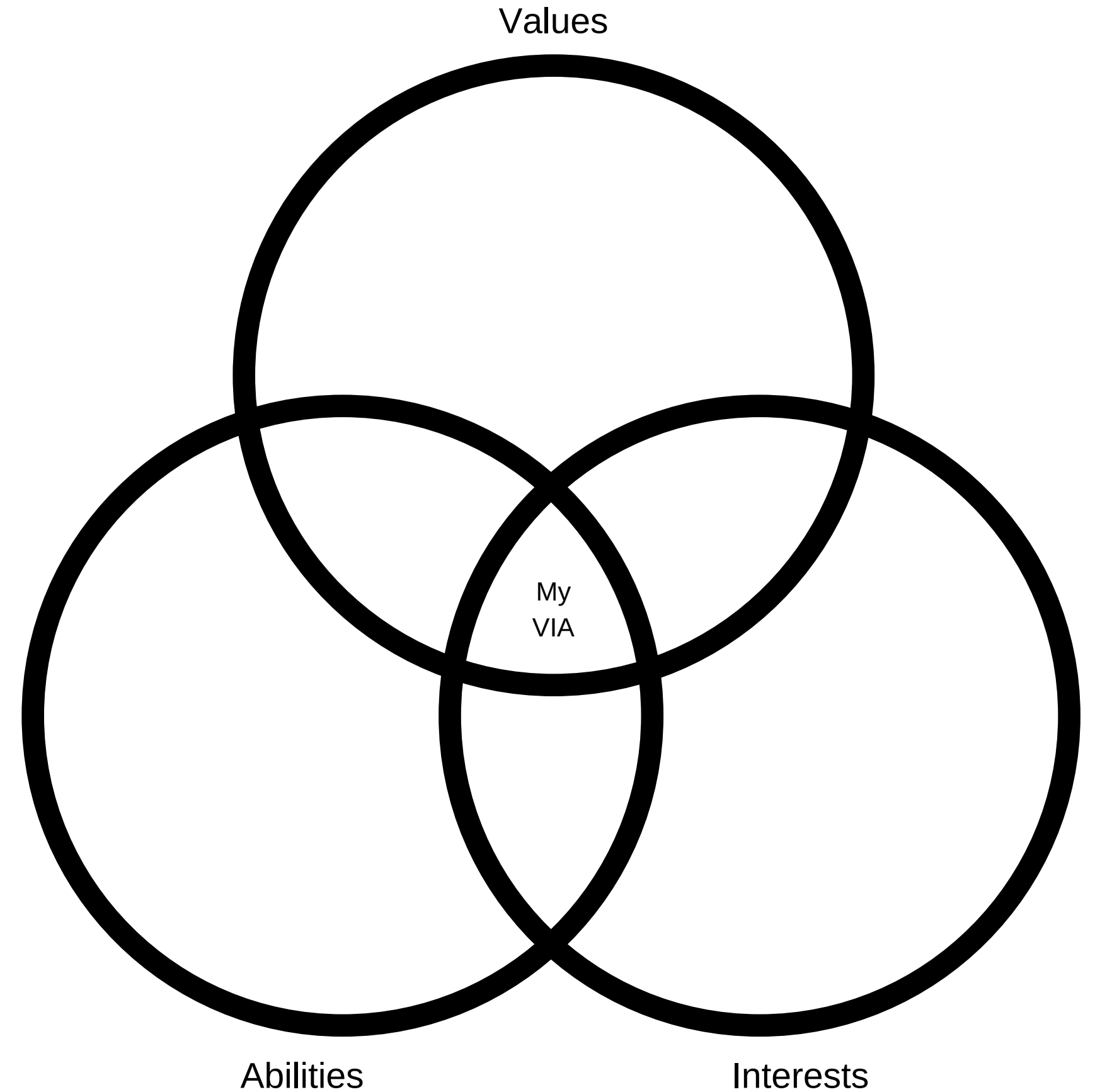
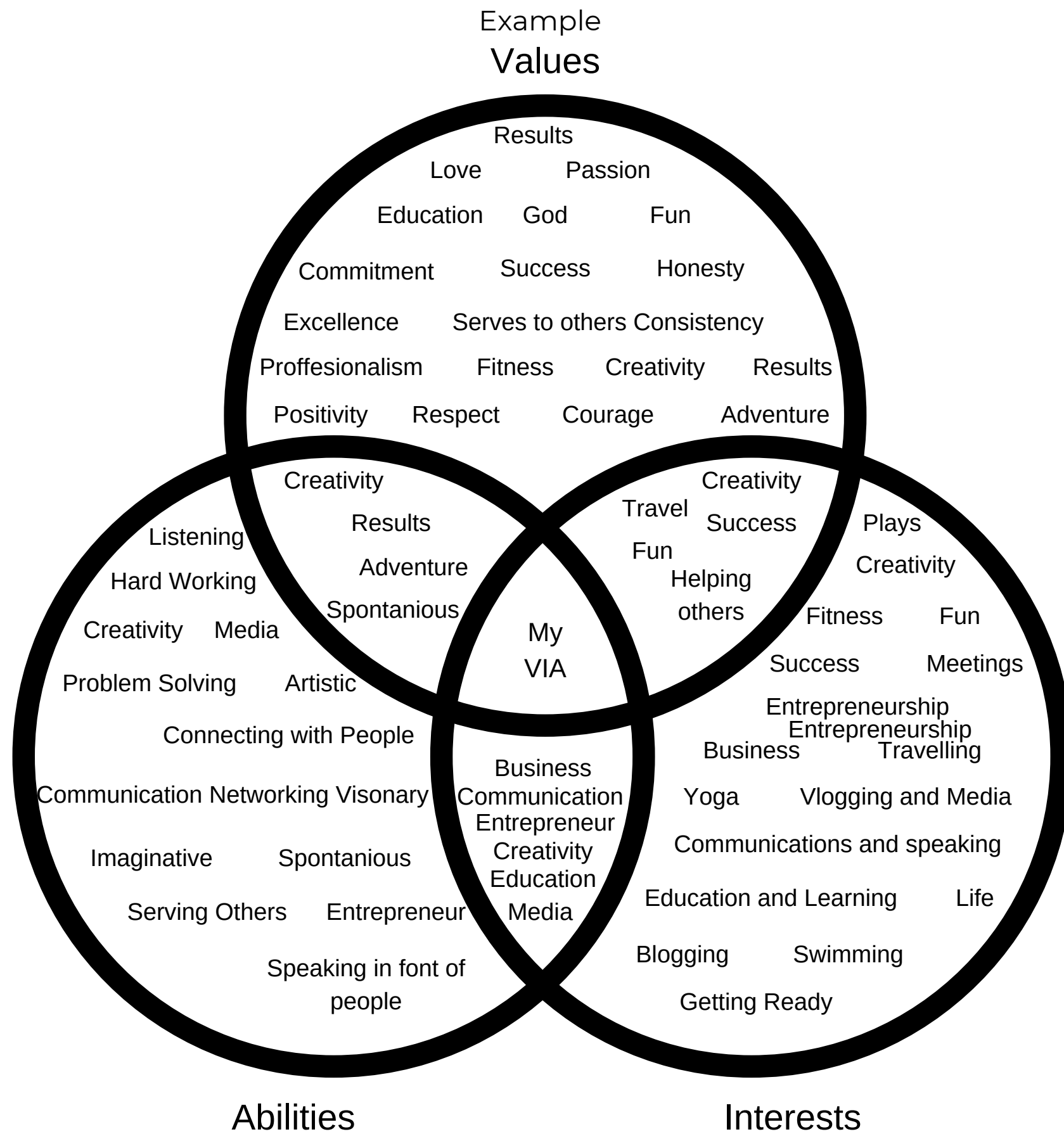
# Examples

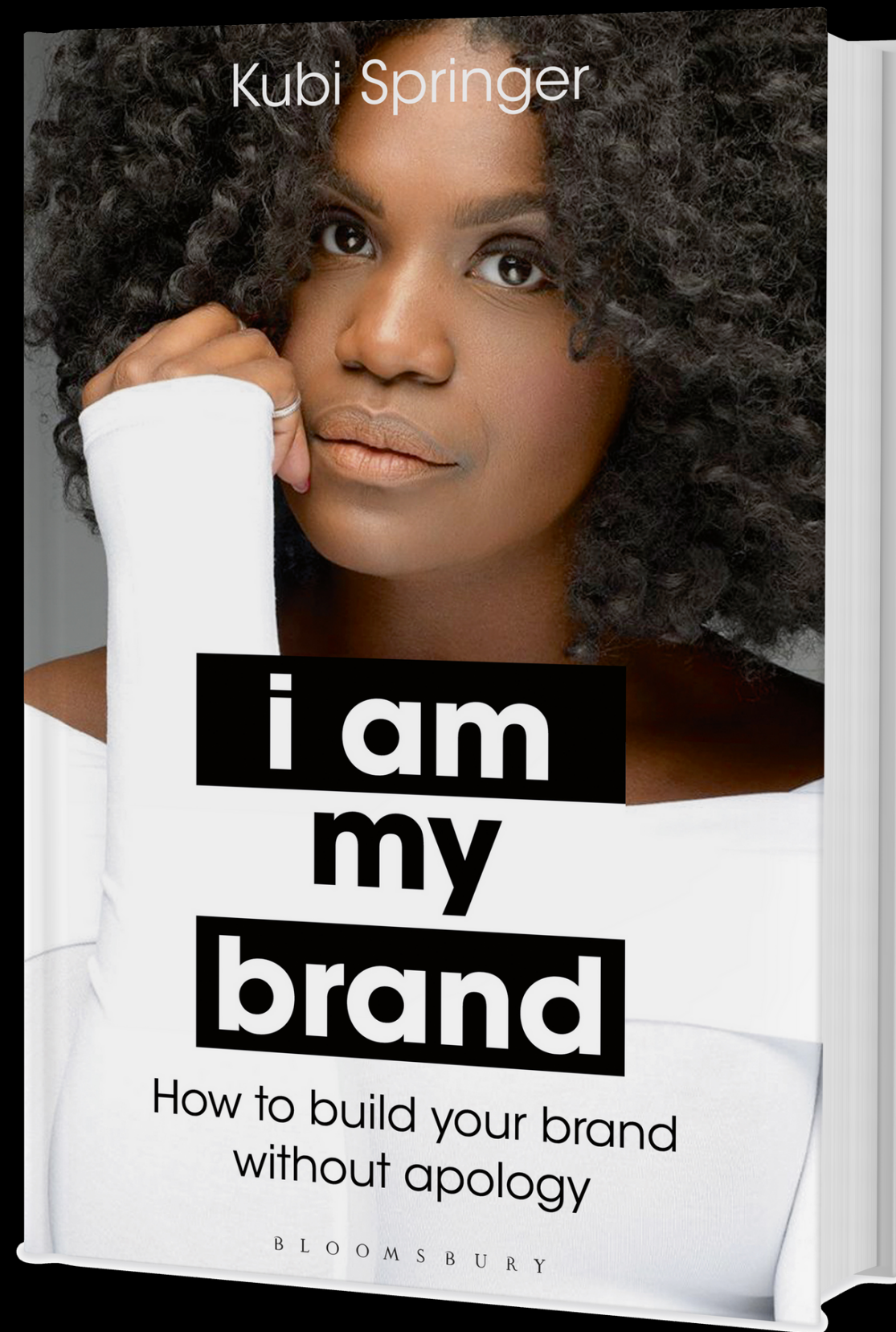
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Here are some generic examples to help you along the way:

- Dependability
- Reliability
- Loyalty
- Commitment
- Open-mindedness
- Good humour
- Compassion
- Spirit of adventure
- Motivation
- Positivity
- Consistency
- Honesty
- Efficiency
- Innovation
- Creativity
- Optimism
- Passion
- Respect
- Fitness
- Courage
- Education
- Perseverance
- Patriotism
- Service to others
- Environmental

# Let's do the work





“**DEFINE YOUR BRAND**  
**OR THE WORLD**  
**WILL DEFINE IT FOR YOU**”

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