

FINDING YOUR **BRAND PURPOSE** WORKSHEETS

“Companies need to exist for a higher **purpose** than mere profit generation in order to transcend the category of merely good.”

– Jim Collins, *Good to Great*

KEEP IN MIND

Think like a new potential customer.

What do you want to be known for?

Where will your business or organization be in 10 years?

PRE-BRANDING SESSION WORKSHEETS

We are driven to find meaning... in life and in brands.

Before you rebrand, you must uncover your company's purpose – who you are, why you're on the planet and why potential customers should care.

Your purpose is the foundation of your brand. Every visual and verbal device should sit squarely on that purpose, symbolize that purpose and communicate that purpose.

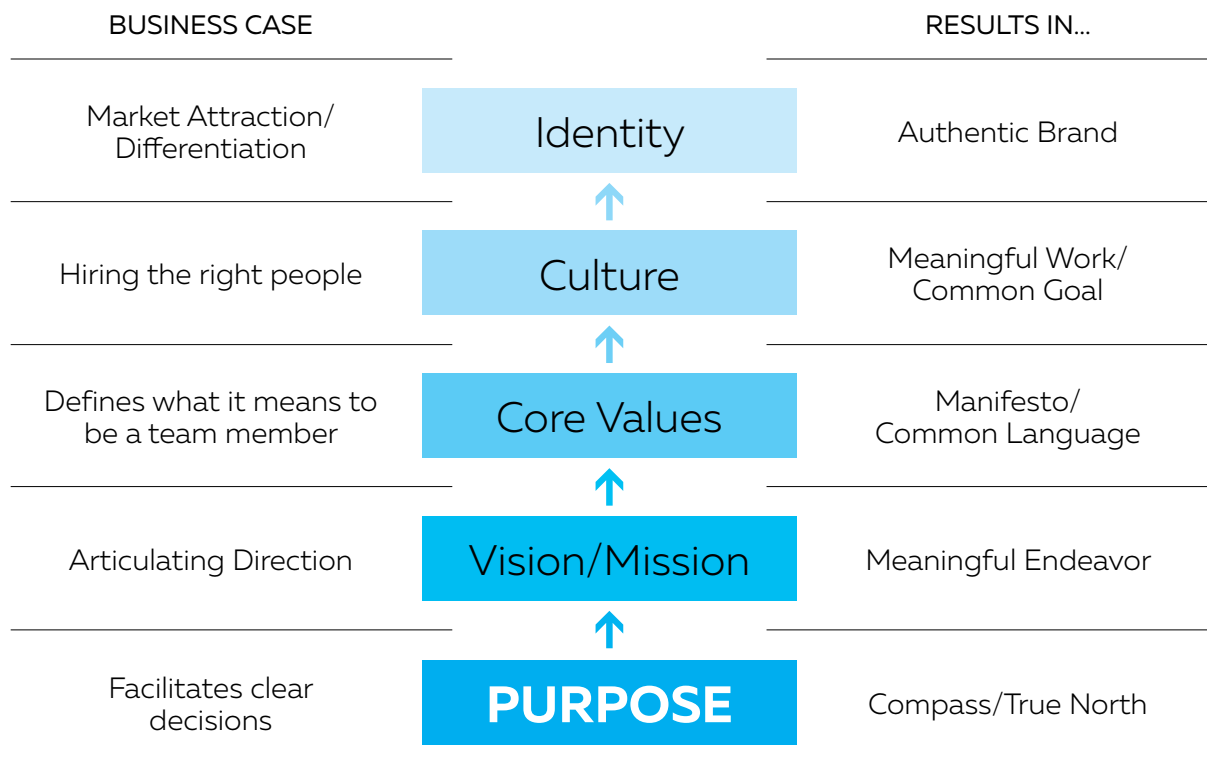
If it doesn't, it's just art for art's sake, change for change sake, being different for the sake of being different.

The following worksheets will start the discussion of uncovering your company's purpose.

THE POWER OF PURPOSE

In a perfect world, your organization's identity should be the sign or symbol of the purpose, vision, values, and culture. There should be an alignment or congruency between all aspects of the brand. The mind accepts things that make sense.

Everything about the organization and the brand needs to be built on purpose. A brand built on purpose should address today's business challenges just as much as it is a guiding light into the future. This is how I believe a brand should be built—on the foundation of purpose. When a brand is built this way, there are benefits for both the business organizationally and the employees culturally. The process will affect the whole organization – the leaders, as well as, the employees.



FINDING PURPOSE

Our brains are driven to find meaning in the environment and the interactions with our environment to aid in our survival as living organisms. Both your customers and your employees want to believe in something bigger than themselves, and they want to feel a part of that – that their efforts and their exchange of energy matters.

Every company talks about **what** they do, not **why** they do it. Companies devote more than half their websites to **how** they do what they do thinking that is their differentiating factor. It isn't.

Also, financial goals are results not the why. They are the reward for doing what your do really well. Try to stay focused on the why.

WHY

Why do you do what you do?

What drives you?

Why did you work for this company?

What did you want to change about the world?

HOW

What mechanism, philosophy, belief, strategy or expertise do you employ to impact your customers (B2C) or companies (B2B)?

WHAT

What is the end result?

What is it that you actually produce?

Use terms that are not overused or typical given based on your Why & How?

MARKET POSITION

You can't always control what others say about you, but you sure can control what message you are sending. Stake your territory. It's a "land grab" in the minds of potential customers. Who's going to occupy and own real estate in their minds? You won't – if you're not focused, deliberate, and consistent.

How do you want to be perceived by customers and potential customers?

Premium Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Low Price
Advanced Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Accepted Technology
Service-Oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Product-Oriented
Systems-Oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Product-Oriented
Fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Serious
Casual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Formal
Young	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Established
Economic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Luxury
Homemade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	High Tech
Clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Busy
Feminine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Masculine
Vibrant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Subdued
Quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Loud
Friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Impartial
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Classic
Innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heritage
Large/Resourceful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Small/Agile
High Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Good Value
Expected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unexpected
Trusted Advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New Ideas
Industry Leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Up-and-Coming
Generalists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Specialists
Craftsmen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Technologists
Mainstream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Maverick
Problem-Solvers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Self-Serve

BRAND WORKSHOPS

Bring the power of branding with purpose to your small business.

Additional branding resources to help you clarify your purpose, your message your business direction.



On-Site Workshops

Personally guided day-long workshop at your location resulting in a brand and purpose distillation document.

[Visit Website](#)

DIY Branding Workshop Materials



DIY Branding Workbook

Brand Consultant in a Book

190 Pages with Eight Core Branding Exercises

Nine Chapters on How to Build a Brand on Purpose.

[Go to Amazon](#)



DIY Online Workshop

8 Core Branding Exercises

Instructional Videos for Each Exercise

[Learn More](#)