BRAND FRAMEWORK: Worksheet

BRAND POSITIONING

PROMISE

VALUES

PERSONALITY
DNA

What 10 words best describe what lies at the heart of your organization?

1. 6.  
2. 7.  
3. 8.  
4. 9.  
5. 10.
Purposeful Passion

A great way to unlock what you are most passionate about is to determine….

What are you fighting for?

What are you fighting against?
What I’m doing with my life:

I’m really good at:

The first thing people usually notice about me:

I spend a lot of time thinking about:

On a typical Friday night I am:

I’m looking for:

You should message me if:
Position = Superlatives

What is superlative about your organization?

What are you best at? Unique at?

What kind of special snowflake are you?
Mission Manifesto

We are _________ and we believe ______________!  
Organization Big idea/solution

We know this in our bones because_________.  
Deeply held value

Every day, we ___________ so that ___________.  
Brand promise Vision

We’re the ___________ ______ing (for ________ in ________).  
Superlative Verb Constituency Geography

We will never stop ______________, and/but we will always ______________.  
Personality-driven behavior Personality-driven behavior

And you can, too. It’s as simple as _______________________.  
Action to live deeply held value