

BRAND FRAMEWORK: Worksheet



The diagram illustrates the Brand Framework as a series of three overlapping, rounded shapes. The largest, outermost shape is light green and contains the text 'BRAND POSITIONING' at the top. Inside it is a medium-sized, medium-green shape containing 'VALUES'. The innermost shape is a smaller, dark-green circle containing 'PROMISE'. The shapes overlap from left to right, with 'PROMISE' overlapping 'VALUES', and 'VALUES' overlapping 'PERSONALITY'.

BRAND POSITIONING

PROMISE

VALUES

PERSONALITY

DNA

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

1.

2.

3.

4.

5.

6.

7.

8.

9.

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?

