

Brand Purpose

Method: 'Purpose Mapping Board' Worksheet

The Purpose Board helps structure your brand strategy by connecting your purpose to real audience needs and measurable goals.

Use this framework to guide decision-making and align your solutions with audience expectations.

How to Use This Board:

1. Fill out the table starting with your Purpose (Why).
2. Identify your key Personas (Who) and their needs.
3. Outline the Solutions your brand provides to fulfill those needs.
4. Define the Goals that measure the success and impact of your solutions.

Final Note: A completed Purpose Board bridges brand clarity with actionable results, ensuring your purpose is brought to life.

Purpose			
Persona's	Needs	Solutions	Goals
<ul style="list-style-type: none"> Your brand's core belief and the impact you aim to make. 			
<ul style="list-style-type: none"> The target audiences or personas who benefit most from your purpose. 	<ul style="list-style-type: none"> Their pain points, goals, or challenges that need addressing. 	<ul style="list-style-type: none"> The products, services, or solutions you provide to fulfill their needs. 	<ul style="list-style-type: none"> Tangible Outcomes, measurable results you aim to deliver.