

Brand Purpose

Method: 'Golden Circle' Worksheet

Inspired by Simon Sinek's Golden Circle, this worksheet helps you define the core elements of your brand:

Why: Your brand's purpose—the reason you exist.

How: Your approach—the values, strengths, or processes that set you apart.

What: Your outcomes—the specific solutions or deliverables you offer.

Purpose of the Slide:

Use this worksheet to clarify the foundation of your brand and ensure your messaging aligns with your goals.

WHY:

Purpose: The belief or reason your brand exists.

- Why does your brand exist beyond making a profit?
- What belief, mission, or cause inspires everything you do?
- What difference do you aim to make for your audience, clients, or industry?

Example Prompts:

"Our purpose is to _____."

"Our brand is passionate about _____ because _____."

HOW:

Approach: What unique methods, processes, or values help you fulfill your purpose?

- How does your brand achieve its goals differently from competitors?
- What principles, strengths, or frameworks define how you deliver value?
- How do your methods create trust and consistency for your audience?

Example Prompts:

"We deliver on our purpose by _____."

"Our unique process ensures _____."

WHAT:

Tangible Results: What does your brand deliver as a result of your purpose and approach?

- What are the specific services, products, or solutions you offer?
- What benefits do clients or customers experience because of your work?
- What outcomes make your brand's impact clear and measurable?

Example Prompts:

"We create _____ to help our clients _____."

"Our work delivers _____."
