

# I You We'll Say

In the end, a great offering can only stand for a few things – and even that takes a while to build in a stakeholder's mind. This exercise asks us to list the three things (no more, no less) that we associate with our brand, three things we believe our community associates with our brand **today**, and the three things we'd love them to associate with our brand in the future. Single words, not sentences. They can be nouns, adjectives or adverbs. But just pick three things.

3 words I associate with  
Girdwood Chapel

XX

XX

XX

3 words I associate  
with our community...

XX

XX

XX

3 words I wish we'd  
both associate...

XX

XX

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