

Identifying Your Brand Values

WHAT BRANDS DO YOU ADMIRE AND WHY?	WHAT DOES YOUR BRAND VALUE?	HOW DOES YOUR ORGANIZATION USE THEIR SKILLS AND STAFF TO ADVANCE THEIR VALUES?

Outside Perspective

How Do Others Perceive Your Brand? (Group Activity)

How would you describe my brand to someone else in 2-3 sentences?

What is my expertise?

What makes my organization different from other organizations that you are familiar with?

What kind of problem would people look to us to solve?

Are there any specific areas/weaknesses that we could improve?

When you receive all the feedback, ask yourself the following:

Were the answers the same or different from your expectations?

Are there any patterns or outliers?

Defining Success & Impact

What is success?

Where?

How do you measure? Qualitative/Quantitative Challenge/Solution
Specific Is it measurable?

Indigecomms

Your Brand Story

We are a _____ that _____.

We are passionate about _____ and will always try to _____.

