

# \* \* \* REFINING \* \* \* YOUR BRAND

A worksheet exercise to help you  
refine and define your brand's  
mission, values, beliefs, and vision.

*create messaging your  
audience will love you for.*



# DEFINING YOUR BELIEFS...

A brand is simply how others experience your beliefs. So before you can begin to build a brand, you must know, without hesitation or fuzziness, what you actually believe.

These beliefs guide your brand decisions, inform what and how you talk to your audience and provide internal motivation and clarity as you pursue your work.

But what is a belief? Beliefs are the closely held ideals you have tucked close to your heart. They spark a fire in your soul and inspire you unendingly.

What do you place value in above all else?

What matters dearly to you?

What would you defend in a conversation with good friends?

What comforts you at night when the world seems to be pressing in upon your heart?

What do you return to in times of stress and sorrow?

While they may seem extremely private, when you are living and working in sync with yourself, all of your behaviors and brand experiences (the way people feel or what they think about when working with you) are connected to these core beliefs.

Here's the process for digging into your beliefs:

- Find an inner and outer quiet place.
- Schedule plenty of time to ponder (we recommend 25-45 minutes).
- Before you begin to contemplate your beliefs, take three deep breaths.
- This is a heart exercise. So shut the door to your mind and tell it you will be back soon.
- Ask your heart, "What do I believe more than anything else? In a place where there is no judgment or assessment?"
- Listen. Pay attention to what your heart says, to how your body responds and to what you hear and see around you.
- Your answers will be simple and obvious. Complexity is a sign of over-thinking.

On the next page, you'll write out your five beliefs.

# WRITE, SKETCH, AND DEVELOP YOUR BRAND BELIEFS BELOW

These beliefs can be inherent to you, your business, or what you truly believe are the truths about your business.

# DEVELOPING YOUR VISION

Along your journey, you likely have done a variety of visioning exercises. While they all served their purpose, our visioning exercise is directly related to your brand.

We use the words WILL, CREATE, BECOME because they are action-oriented, declarative and specific. By using these words, you are tapping into your primal foresight and creating an internal mental picture of success.

By declaring your vision, you lock it into your mind and begin to commit to next steps.

In the space below, answer this question with a vision statement that includes WILL, CREATE, BECOME.

The question: What does success look like in 5 years?

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# DEFINING YOUR VALUES

Business values are a vital part of every business around the world. A business' core values are the fundamental beliefs of a person or organization. These guiding principles dictate behavior and can help your customers understand what your business values above your bottom line.

Core values also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide for all involved. Below is one of my favorite examples of core values from a national brand we all know and love.

## Whole Foods Brand Values

We Satisfy And Delight Our Customers -- Our customers are the lifeblood of our business and our most important stakeholder. We strive to meet or exceed their expectations on every shopping experience.

We Promote Team Member Growth And Happiness -- Our success is dependent upon the collective energy, intelligence, and contributions of all of our Team Members.

We Care About Our Communities And The Environment -- We serve and support a local experience. The unique character of each store is a direct reflection of a community's people, culture, and cuisine.

We Practice Win-Win Partnerships With Our Suppliers -- We view our trade partners as allies in serving our stakeholders. We treat them with respect, fairness and integrity -- expecting the same in return.

Having core company values can help you ensure you are working towards the same common goal, and share a bigger purpose.

Purpose is undeniably critical for business and employee satisfaction. In fact, an Imperative survey of LinkedIn members found 73% of purpose-oriented members are satisfied in their jobs, compared to 64% who are not purpose-oriented.

Plus, purpose doesn't just improve employee satisfaction -- it also increases your bottom line. The same Imperative survey found 58% of companies with a clearly articulated and understood purpose experienced growth of +10%, compared to just 42% of companies that don't prioritize purpose.

Core values are critical if you want to create a long-lasting, successful, and motivating place to work—even when it's your own business from home.

# DEFINING YOUR VALUES

Now that you have created your written out your beliefs, created a vision for yourself and business, and have a better understanding of what values you need to be creating for your business, it's time to define those values in the space below.

You may have as many values as you feel necessary, or as little as you feel are necessary. Just be sure to provide purpose, heart, and drive within your values.

A large, empty white rectangular area occupies the lower two-thirds of the page, serving as a workspace for the user to define their values. The area is completely blank, with no lines, text, or other markings.

# ESTABLISHING YOUR MISSION

By now, you should be getting to know your brand more intimately by creating and establishing your beliefs, values, and five year vision. It's time to take what you've learned about yourself and create your mission statement AND a fully refined brand vision.

Your mission statement is like your elevator pitch. It's a quick way for customers, partners, and other brands to instantly know who you are, what you stand for, and how you're going to achieve your vision through action.

Here's a favorite example of mine;

Warby Parker: "To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses."

Your vision statement on the other hand is more of a multi-year or generational vision for your brand. A vision statement describes where the company aspires to be upon achieving its mission. This statement reveals the "where" of a business. Take a look at Disney's vision:

"To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company."

**Now it's your turn. In the space below and on the next page, take some time to write out a few different versions of your mission statement and your refined vision. Once you've written a few, call up your BFF and pitch them your mission and vision variations. Survey which they prefer and then go ask ten more people.**

**Asking someone for constructive feedback in this part is key!**

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