

Brand Discovery Worksheet

Introduction

The first phase in Brand Development is Discovering your identity. You need to look deep inside yourself and your company. You also need to look deep inside the actions, thoughts and emotions of your ideal customers.

To be an authentic Brand, you need to look below the surface and the easy answers. You need to delve into the past like an archeologist. You need to peel back the layers of the onion to understand the inner characteristics and essence of your company.

This Worksheet will guide you through some valuable steps in the Discovering process.

What Are Your Core Characteristics?

Let's start with a quick quiz. I want you to come up with a word or a brief descriptive phrase that captures what two individuals are all about.

What word captures the essence of Mother Teresa? What word describes Richard Branson?

What did you come up with? When I ask audiences these questions, they'll often say compassion, dedication or saint for Mother Teresa. The most common response for Richard Branson is flamboyant.

We use words to define an individual's personality. Just as individuals have defining characteristics, so do companies. Businesses have personalities too. What's the personality of your company? What words describe who you are?

What Words Fit?

Make a list of words or phrases that accurately describe who you are. What words fit?

Don't just jot down a few words. Fill up the lines and many more pages if you can. Get words from your team, from your customers, from trusted colleagues.



What Words Don't Fit?

Sometimes we understand better who we are, by contrasting ourselves with who we are not. Denny's is not pretentious. Tesla is not status quo. Apple is opposite of clutter.

Make another list of words. This time write down words that don't describe you. Once again, the more words the better.

What Words Do You Aspire To?

Brands are living and growing entities. Static Brands fade from relevance and eventually die. The best Brands keep reaching forward.



Progress is not automatic. It requires purpose. As you think about the future, what words do you aspire to? Maybe it's a set of words that describes your growth and size. Or it might be a new core characteristic that's true of you sporadically and you want to earn the right to proclaim the word all the time.

What words do you aspire to?

What Would a Tough but Fair Critic Say?

Reality checks are essential to make sure you're not creating a fantasy, pie-in-the-sky identity.

The final set of words is about where the rubber meets the road. What would a tough, but fair critic say about your company? Although it might be a bit uncomfortable at first, embrace the exercise. It will steel your resolve to improve and to grow.



What Can You Learn from Broccoli?

The next time you're in the produce section of the super market pick up some broccoli. What you'll have in your hand is a stick with a green fuzz ball on top. Break a big piece off the front, of a small section from the side and you'll still have a stick with a green fuzz ball on top. And if you keep breaking it down until you have the tiniest little floret between your thumb and index finger, you will still have a stick with a green fuzz ball on top.

Everywhere that broccoli shows up, it demonstrates the same basic characteristics. It is fully consistent in every appearance.

Brands need to be like broccoli and deliver a consistent look and experience in every touch point.

What is your Brand's equivalent of broccoli's stick with a green fuzz ball

Need Help Developing Your Brand?

If outside professional assistance would be helpful in developing your Brand, contact Identicor at 403.685.2100. Web www.identicor.com

