

Brand Vision Worksheet

Instructions: Gather your team in a room, ideally in a circle. Ask each person to answer the questions below and discuss as a group.

Your history

- Who founded your business and why?
- What problems were they trying to solve?

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Your customers

- Who are they and what problems do they currently face?
- How does your business plan to solve these problems?

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Your future

- What change are you trying to create in the world?
- What is going to change in the world because of your business?

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Your team

- Why did they choose to work for the business?
- What purpose or change do they feel they are making?

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Your products/services

- How might these change over time?
- Will they evolve as you get closer to achieving the change you want to see?

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Your story

- Tell a story about the future state you are trying to create.
- Be as creative or direct as you like.

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Instructions: Collate the similarities and test out your story with your customers? Ask them for feedback and how it makes them feel? Do they align with your vision?

Want help? Book me to run this workshop for you and your team. Promise I'll make it fun!