



**Your Brand Heart**



**What has you excited?**

**What are your wins?**

**What are you looking**

**forward to?**



# Mindshift

**Take a moment to see yourself as the LEADER that you are.**

**You are stepping into the unknown and saying "I'm willing to go here and find this out for all of us"**

**Do you see that?**

**You are brave. You are courageous. You are more confident than you realize.**

**You are humble and wise to know when to ask for support.**

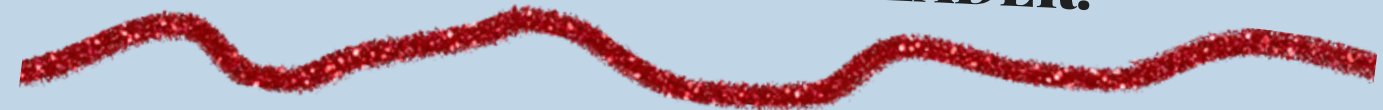
**You are willing to face uncertainty and the occasional bruised ego to change the lives of others.**

**You are the very best at what you do because you care 100% about those you support.**

**You hold the responsibility even though you don't always want it.**

**You pull out of the slumps because the goal is worth it.**

**You create hope, trust, vision and success for others because... YOU ARE A LEADER.**





**Your Brand Heart is the**

**articulation of your**

**brands core principles:**

**Who you are &**

**what you believe in**






# THE WIN is in the QUESTION

**Company X wants to make money.  
They focus on revenue and profit**

“How can we make more money?  
What can we do to increase margins?  
How can we get more value from clients?”



**Their competitor is Company Y. They want to make money, but they also have a bigger agenda. Their Noble Purpose is to improve the customer's condition.**

“How can we have a bigger impact on our clients?  
What's the next big thing our clients will need?  
How can we deliver more value to clients?”





**Organizations with a purpose  
bigger than money  
outperform their competition  
by over 350%.**



# PURPOSE



**Why Do You Exist?**



# Examples



## Column Five's Vision/Purpose

We exist to help build a future where everyone can live healthy and fulfilled lives.

## Casper

We believe sleep is the superpower that charges everything people do.

## Special Olympics

To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different.

## Boy Scouts of America

To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

## San Diego Zoo

To become a world leader at connecting people to wildlife and conservation.

## Bulletproof

[To] help people perform better, think faster, and live better.

## IKEA

To create a better everyday life for the many people.

## Charles Schwab

Helping investors help themselves. Life is Good To spread the power of optimism






# 60 SECONDS



**DO THE WORK: Why do you exist?**



**SHARE YOUR THOUGHTS & IDEAS**

**Start somewhere to get somewhere**



# VISION

**What future do you  
want to help create?**



# Examples



## Casper

We're here to awaken the potential of a well-rested world.

## Teach for America

One day, all children in this nation will have the opportunity to attain an excellent education.

## Alzheimer's Association

A world without Alzheimer's disease.

## Oxfam

A world without poverty.

## Microsoft

Empower every person and every organization on the planet to achieve more.

## Uber

Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher incomes for drivers.

## Caterpillar

Our vision is a world in which all people's basic needs—such as shelter, clean water, sanitation, food, and reliable power—are fulfilled in an environmentally sustainable way and a company that improves the quality of the environment and the communities where we live and work.

## Salesforce

We believe that the business of business is to improve the state of the world, and we work to make sure Salesforce is a platform for change through serving the interests of all our stakeholders—employees, customers, partners, communities, and the environment.



# 60 SECONDS



**DO THE WORK:**

**What future do you want to help create?**



**SHARE YOUR THOUGHTS & IDEAS**

**Start somewhere to get somewhere**

**MISSION:**

**What are you**

**here to do?**



# Examples



## Column Five

We do good work with good people. We tell stories and create experiences that bring people together to help build the future we want to live in.

## Casper

We're setting a new standard in sleep innovation.

## Sweetgreen

To inspire healthier communities by connecting people to real food.

## Tesla

To accelerate the world's transition to sustainable energy.

## Nike

Do everything possible to expand human potential.

## Ra Yoga

Create connection, opportunity, love, and space for the human condition.

## Yeti

Build the cooler you'd use every day if it existed.

## JetBlue

To inspire humanity—both in the air and on the ground. We are committed to giving back in meaningful ways in the communities we serve and to inspire others to do the same.

## Dropbox

We're here to unleash the world's creative energy by designing a more enlightened way of working





# 60 SECONDS



**DO THE WORK:**

**What are you here to do?**



**SHARE YOUR THOUGHTS & IDEAS**

**Start somewhere to get somewhere**



## **VALUES:**

**How will you conduct  
yourself in support and  
pursuit of your mission,  
vision & purpose**



# Examples



## Column Five

### 1. Do Good Work

We achieve success with our partners by working together to creatively solve complex challenges within any parameters.

### 2. Value Our Partners

We thrive in an environment built on transparency and mutual respect, constructively challenging each other to grow.

### 3. Be Good To Each Other

We always work in their best interest because they enable us to do what we love each day.

### 4. Be Humble We can always improve.

### 5. Experiment Often Try new things.

Test, fail, tweak, learn.

## Patagonia

### 1. Build the Best Product

Our criteria for the best product rests on function, repairability, and, foremost, durability. Among the most direct ways we can limit ecological impacts is with goods that last for generations or can be recycled so the materials in them remain in use. Making the best product matters for saving the planet.

### 2. Cause No Unnecessary Harm

We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. We seek not only to do less harm, but more good.

### 3. Use Business To Protect Nature

The challenges we face as a society require leadership. Once we identify a problem, we act. We embrace risk and act to protect and restore the stability, integrity, and beauty of the web of life.

### 4. Not Bound By Convention

Our success—and much of the fun—lies in developing new ways to do things.

## Whole Foods

### 1. 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.

### 2. We Promote

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

### 3. 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.

### 4. 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.

# 60 SECONDS



**DO THE WORK:**




**How will you conduct yourself  
with mission, vision & purpose?**



**SHARE YOUR THOUGHTS & IDEAS**

**Start somewhere to get somewhere**



 **The world is a happier**  
 **place because of**  
**people like you.** 



The background is a light beige color with a repeating pattern of colorful, glossy flowers. There are three types of flowers: a five-petaled teal flower, a five-petaled orange flower, and a multi-petaled red rose. The flowers are scattered across the page, framing the central text.

**INVITE YOUR Friends**

**and colleagues so they**

**can create a profitable**

**business they enjoy**



**Questions & thoughts**

**Insights & Actions**



# UPCOMING EVENT: COPY CLINIC



**Stephanie Tilton**

