

BRAND CUE CARD™

DIY EXERCISE

To solve your toughest problems. Change the problems you solve.

According to the National Bureau of Economic Research, 80% of the S&P 500 advertise *innovation* as a core value and 70% advertise *integrity*. With so many organizations using the exact same words to communicate their distinctive, it's no wonder they've lost their meaning.

This exercise will bring fresh perspective and replace tired narratives and legacy phrases that aren't working for you.

You will be surprised at how a few simple language upgrades will help your organization:

- **Align** | Future proof your mission and vision around a strategy everyone owns, not just the leader, speaker, or boss.
- **Grow** | Unleash an army of brand advocates across the whole organization, not just one person, one creative, or one department.
- **Motivate** | Reveal what's helping audience engagement and what's not.

Grab a drink, get comfortable, and get started.

START. LET'S TALK

Tool tip: It's just a conversation, not a contract. It's a testimonial, not a test.

Why do you exist?

Talk to me about your purpose in one paragraph. Why are you here? This is not a question about why your whole organizational sector exists, but specifically, why you exist. What makes your mission unique?

What do you want people to say about you?

Tell me the story you hope people will tell others about your business or institution when you're not around. If you're successful, what's the lasting impression you want them to carry and remember? What do you want to be known for?

Who do you serve?

Describe the "person" you are hoping to reach with what you have to offer. What does a typical day look like for them? What do they value most? If you were to walk a day in their shoes, what would it look like? What are their stressors? Their joys? Their escapes? Their triggers? Their "people?"

What are your broad product, service, or event categories?

Think about the long list of every department you have, calendar event you host, and people group you serve. Now, tell me about the 3-5 "big buckets" everything could be sorted into. What are the big engines that keep everything else going?

How do you live and work daily?

Tell me what I can expect in every interaction I have with your people (paid or unpaid, customer or stakeholder). What are the constant vibes and values that shine through? What's most important about how you "get the job done?"

REFINE. LET'S GET THIS DOWN.

Tool tip: Rewrite answers from page 1, and put them here. Use plain, conversational language. Keep it to one page.

YOUR NAME | BRAND CUE CARD™

Use this organizational compass to shape how you show up.

WHY WE'RE HERE

This is a snapshot of our story.. Part where we've been and part where we're going, it's a picture of what it looks like when we are successful [insert MISSION STATEMENT].

WHO WE SERVE

This is our customer.

WHAT WE DO

This is our strategy.

HOW WE DO IT

This is how we behave; our personality and values.

APPLY. LET'S PUT THIS TO WORK.

Tool tip: Use your Brand Cue Card™ as a conversation tool and decision filter; not a policy or procedure document.

Congratulations!

Your Brand Cue Card™ has all the critical ingredients for a healthy organization, baked into a one-page shorthand tool anyone can use.

Hold it up as a mirror at decision intersections and ask these critical questions to keep your brand running and your people heading the same direction. .

1. **What is most essential about what we do?**
It is your organizational culture compass.
 2. **How does the work I'm doing impact everyone else?**
It is your individual accountability filter.
 3. **How are people using what we have to offer?**
It is your audience usability test.
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**If you are looking for professional feedback
on your Brand Cue Card and how to put it to work,
we're here to help.**

Our team sets aside free blocks of 30 minute calls each week to listen and share some next step ideas “on the house.”

[Schedule a Call](#)