

20-Year Roadmap



Roadmap: Nobody will expect you to stick to the 20-Year Roadmap—that’s not the point. The point of the 20-Year Roadmap is to get your team thinking about the lifetime of your brand. A great brand will last until the year 2038 — and beyond.



Brand target: Look at what your business or product does and how it fits into the bigger context. What does your product do? "Helps people run faster." How do that? "Today, we make shoes." Why do we do it? "To help people live healthier lives."

Audience

1

2

3

4

Others

Audience: Identify your top 3–4 audience groups for your brand. Note: This is a stack-ranked, so your most important audience and your most important audience should be at the top.

Values

1

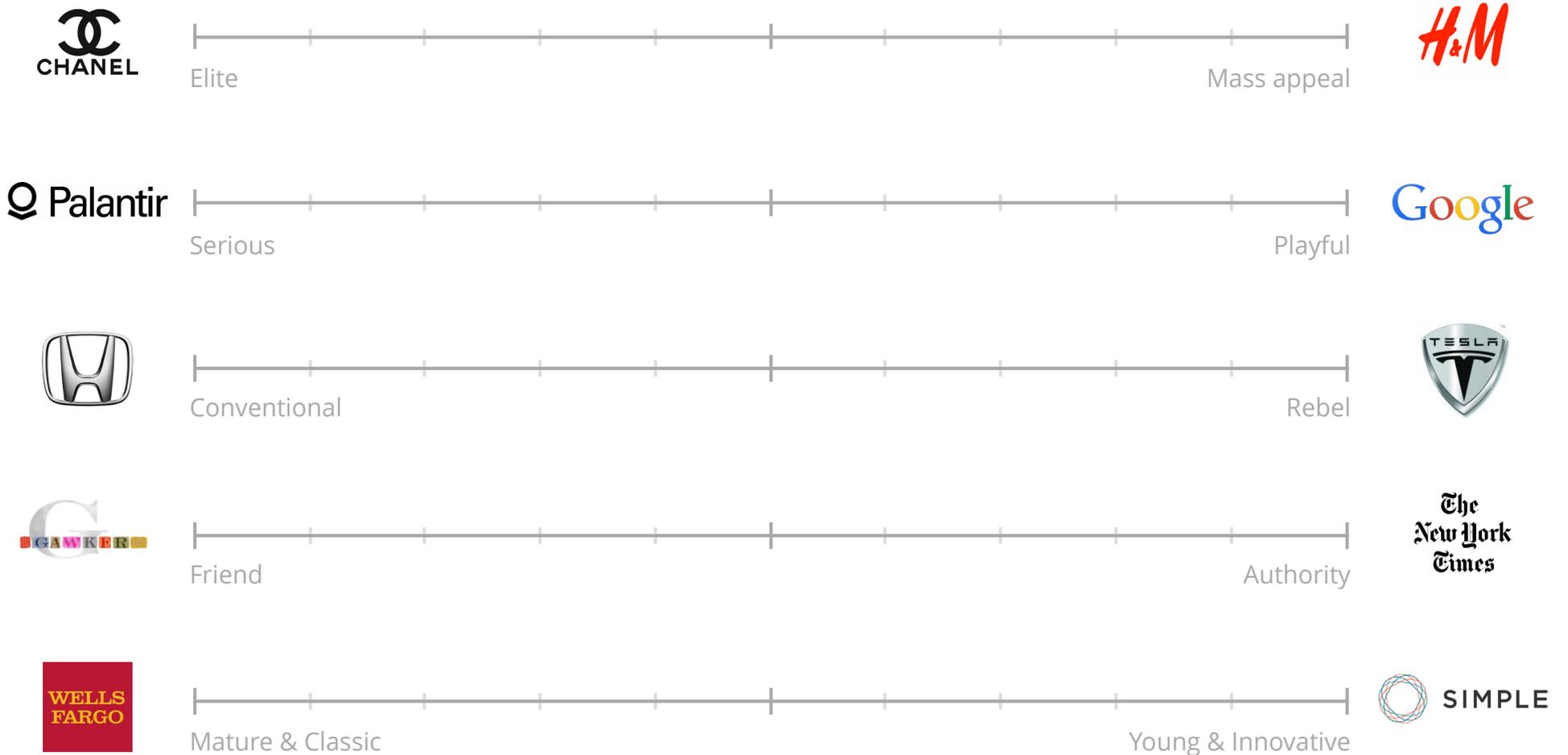
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3

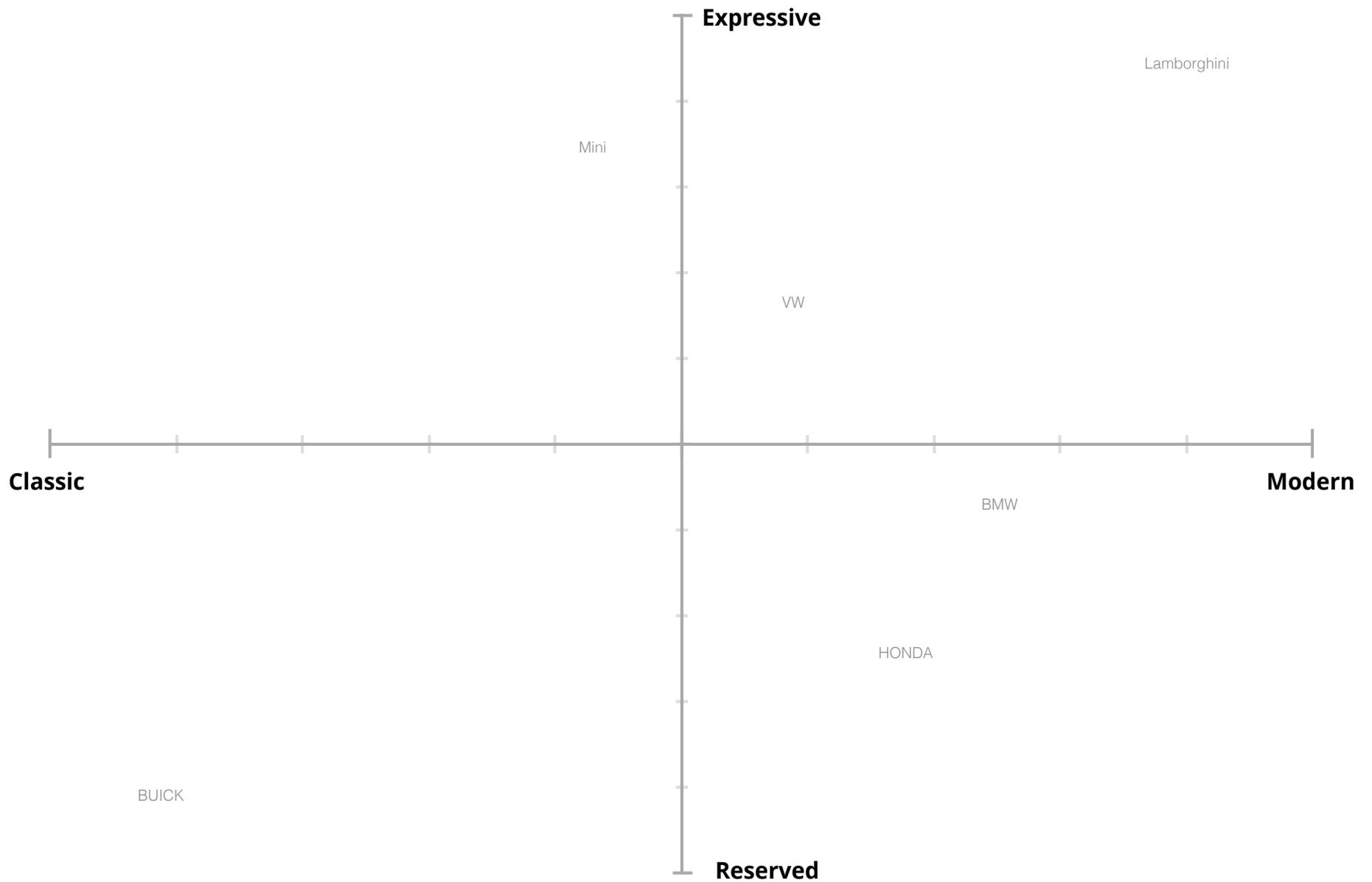
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Others

Values: Identify your top 3-4 brand values (e.g. secure, thoughtful, healthy, innovative, intelligence) Note: This is a stack-ranked, so your most important audience and your most important audience should be at the top.



Spectrum: Try to place a dot along the spectrum of each row. Note that there are plenty of reasons to be on the less exciting side — e.g. a brand like Wells Fargo comes with built-in trust, whereas Simple Bank stands out in a crowd of old stodgy banks. It's also OK to be in the middle, especially if one or two other rows have strong characteristics that you'd like to stand out.



Quadrants: Map your competitors and your own brand across the field of the spectrum. Trust and confidence are generally located in the lower left while innovation and excitement are in the upper right.

Note & Vote *(FastCompany.com)*

01 Note

Distribute paper and pens to each person. Set a timer for five minutes to 10 minutes. Everyone writes down as many ideas as they can. Individually. Quietly. This list won't be shared with the group, so nobody has to worry about writing down dumb ideas.

02 Self-Edit

Set the timer for two minutes. Each person reviews his or her own list and picks one or two favorites. Individually. Quietly.

03 Share & Capture

One at a time, each person shares his or her top idea(s). No sales pitch. Just say what you wrote and move on. As you go, one person writes everybody's ideas on the whiteboard.

04 Vote

Set the timer for five minutes. Each person chooses a favorite from the ideas on the whiteboard. Individually. Quietly. You must commit your vote to paper.

05 Share & Capture

One at a time, each person says their vote. A short sales pitch may be permissible, but no changing your vote! Say what you wrote. Write the votes on the whiteboard. Dots work well.

06 Decide

Who is the decider? She should make the final call—not the group. She can choose to respect the votes or not. This is less awkward than it sounds: instead of dancing around people's opinions and feelings, you've made the mechanics plain. Everyone's voice was heard.

The Steps (Library.GV.com)

01 20-Year Roadmap

15min

(Note & Vote)

- Not solid ideas, start thinking about the life of your brand
- Sets stage for the remainder of exercises
- Good brands are long-lasting to 2050 and beyond

02 What, Why, How

30min

(Note & Vote)

- Highlights your motivation
- Be idealistic; Passion > pragmatism
- Encourage participants to remember your roots and why you started your company

03 Top 3 Values

30min

(Note & Vote)

- Reduce and prioritize
- Need 1 top value to maintain authenticity and focus
- Easy decisions, clear message, stand out from the competition

04 Top 3 Audiences

30min

(Note & Vote)

- Define who you speak to
- not just customers but also other businesses, reporters, advertisers, employees, potential hires
- Broad or specific? Athlete or runner? Whatever fits best with your brand

05 Personality Sliders

30min

- Each person marks their printout individually
- Everyone then plots their sliders on the whiteboard and label with initials
- Discuss and argue for 5-10 min
- Make sure to explain & discuss differences of opinion
- Decider chooses final positioning

06 Competitive

30min

- Create 2x2 matrix ("classic" to "modern" on x-axis; "expressive" to "reserved" on y-axis)
- Everyone write list of competitors
- Choose top 2 individually
- All write top 2 on sticky notes
- One at a time place sticky notes on matrix, quickly discuss placement
- Repeat
- Place your brand
- Cross-reference with past step's answers for cohesiveness; (decider calls it)