

---

# HOW TO RUN A BRAND STRATEGY WORKSHOP

---

This brainstorm worksheet is designed to help guide key brand stakeholders to pinpoint unique attributes about their brand and determine the appropriate strategy to move forward.

**To Use:**

Provide each attendee their own copy of this document and either:

- Set time for attendees to answer questions individually, then go around the room allowing everyone to share their responses with the group
- Use document to guide group conversation, allowing attendees to fill out their documents collaboratively

*Feel free to combine individual and collaborative techniques throughout workshop but make sure to keep a Master Document that summarizes all agreed answers.*

As the workshop facilitator, writing attendee responses on a whiteboard can help guide groups towards consensus and talk through ideas.

If possible try to set aside 2 hours for this exercise.

# IDENTIFY WHO IS THE BRAND?

## ① WHO ARE YOU?

In one sentence, how would you describe the brand?

---

---

What value do you provide your audience?

---

---

---

Who are your peers? What market/industry is the brand in?

---

---

## ② WHAT IS OUR PERSONALITY & ATTRIBUTES?

- |                  |                       |                       |                       |                       |                       |                       |                |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| Necessity >>     | <input type="radio"/> | << Luxury      |
| Expensive >>     | <input type="radio"/> | << Economical  |
| Light >>         | <input type="radio"/> | << Serious     |
| Formal >>        | <input type="radio"/> | << Casual      |
| Exotic >>        | <input type="radio"/> | << Commonplace |
| Discreet >>      | <input type="radio"/> | << Agressive   |
| Hi-Tech >>       | <input type="radio"/> | << Homemade    |
| Modern >>        | <input type="radio"/> | << Classic     |
| Quiet >>         | <input type="radio"/> | << Loud        |
| Simple >>        | <input type="radio"/> | << Complex     |
| Subdued >>       | <input type="radio"/> | << Bright      |
| Black & White >> | <input type="radio"/> | << Colorful    |
| Femarine >>      | <input type="radio"/> | << Masculine   |

**INTERNAL  
VS.  
EXTERNAL**

Does your personality/  
attributes change according  
to your audience?

**CURRENT BRAND  
VS.  
FUTURE BRAND**

Is the personality/ attributes of  
the brand now the same as  
those you aspire towards  
in the future?

CONSIDER...

# LEVEL SET WHERE ARE YOU NOW?

## ① LOOKING INWARDS - HOW DO YOU SEE YOURSELVES?

We pride ourselves on being good at:

We could improve at:



---

---



---

---



---

---



---

---



---

---



---

---



---

---



---

---



---

---



---

---

## ② 5 THINGS GETTING IN YOUR WAY OF IMPROVEMENTS TODAY:

1. 

---

2. 

---

3. 

---

4. 

---

5. 

---

### ③ LOOKING OUTWARDS - HOW DOES YOUR AUDIENCE SEE YOU?



The brand is really great at...

Three green speech bubble boxes for positive feedback.



I wish the brand was better at...

Three orange speech bubble boxes for areas for improvement.

AUDIENCE POV

How does your audience feel about you today? (Circle one)



Your ideal audience takeaway is:

A large green speech bubble box for the ideal audience takeaway, positioned next to a grey silhouette of a person's head and shoulders.

# IDENTIFY VISION WHO DO YOU WANT TO BE?

## ① IF YOUR BRAND WERE A \_\_\_\_\_



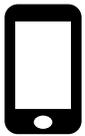
car

you would be a \_\_\_\_\_  
because \_\_\_\_\_



type of music

you would be \_\_\_\_\_  
because \_\_\_\_\_



mobile device

you would be a \_\_\_\_\_  
because \_\_\_\_\_



superhero

you would be \_\_\_\_\_  
because \_\_\_\_\_  
and your super power is \_\_\_\_\_

## ② DEFINE YOUR ROLE MODELS:

\_\_\_\_\_ does a good job at 1. \_\_\_\_\_  
(brand name) 2. \_\_\_\_\_  
3. \_\_\_\_\_

\_\_\_\_\_ does a good job at 1. \_\_\_\_\_  
(brand name) 2. \_\_\_\_\_  
3. \_\_\_\_\_

# Brand Vision:

## ③ PATH TO A SUCCESSFUL BRAND: (actionable steps to reaching your goals)

