

Purpose Vision Mission Brand Worksheet

TERM	DEFINITION	MEANINGFUL EXAMPLES
Purpose	Why we choose to exist together, beyond financial gain Pressure Test: Is this statement true for both the organization AND myself? Try starting with "We believe ..."	<ul style="list-style-type: none"> • TOMS: We believe we can improve people's lives through business • MUJI: We believe in the allure of the natural • Facebook: We believe that connection is a human right • AMEX: We believe it is noble to serve others
Core Focus Passion	The why you do what you do. It should not be clear what business you are in from this statement, it is about a purpose larger than money or product.	Victors Roofing. Their Purpose reads: "Under our roof, we take care of people."
Vision	The difference we'll create in our customers' lives or the larger world when we ultimately realize our Purpose Pressure Test: Will this inspire people both inside and outside the company? Try starting with "We will ..."	<ul style="list-style-type: none"> • Tesla: We will accelerate the advent of sustainable transportation • Airbnb: We will help you belong anywhere • GoldieBlox: We will correct the gender imbalance in engineering • Uber: We will change the way the world moves • AMEX: We will become a company that cares and supports our own people like no other • Akamai: Akamai's vision is to deliver on the promise of a hyperconnected world where entertainment, business and life are enabled to reach unimagined potential
10 Year Target	The "North Star" for your company and all your employees. Your team needs to see that you have a plan. They need to believe in a real target to get through this.	For example, EOS has a 10-Year Target of 100,000 companies running on EOS by 2030.
Mission	An ambitious yet achievable position in our market or in our customers' lives that recognizes our Purpose Pressure Test: Does this make explicit what business we're actually in? Try starting with "Be the most ..."	<ul style="list-style-type: none"> • Tesla: Be the most compelling car company of the 21st century • Toyota: Be the most successful and respected car company in America • Amazon: Be Earth's most customer-centric company • Nordstrom: Give customers the most compelling shopping experience possible • AMEX: To become the world's most respected service brand • Akamai: our mission is to make digital experiences fast, intelligent and secure. Our intelligent edge platform surrounds everything, from the enterprise to the cloud. It keeps apps and experiences closer to users — and attacks and threats far away. • StackPath: Our mission is to make the internet safe. We've built a secure edge platform so that developers creating next generation services can build security, performance, and control into the big ideas they make a reality. • AWS: The AWS mission is to enable developers and businesses to use web services to easily build and be paid for sophisticated, scalable applications.
Values	The principles and values that will accelerate our progress together Pressure Test: Are there few enough to remember and are they written in our own voice? Try starting with a verb	<ul style="list-style-type: none"> • Zappos: Deliver WOW Through Service • R/GA: Never Stop Looking Ahead • Hubspot: Obsess over customers, not competitors • Coca Cola: Be committed in heart and mind • AMEX: Develop relationships that make a positive difference
Measures	Things that we can observe that indicate progress, forward or backward Pressure Test: Are these specific, measurable, and outcome focused? Try starting by challenging what your competitors would measure	<ul style="list-style-type: none"> • Tesla: The adoption of its open source charging tech • Zappos: How many times they can make a customer say "Wow" • AMEX: Measure Net Promoter Score, not how quickly a service call is terminated
3 Year Picture	A compelling picture of what a company's future may look like	
1 Year Goal	Your annual goal.	
Quarterly Rocks	How you will achieve your annual goal	
Brand Image	The impression of a product held by real or potential consumers. Pressure Test: When a customer thinks of your product, what will they associate with it. Try starting by asking current customers how they see your brand.	<ul style="list-style-type: none"> • Tiffany & Co.: Tiffany & Co. has a brand image in the minds of the customers to be a top quality and expensive brand through its products, events, ads, stores, and others. • McDonald's: The brand image of McDonald's is quick and inexpensive food, the food, stores, service, commercials and other such elements consistently reflect the image of the brand. Additionally, it creates an image in the minds of customers as affordable food with which customers are quite comfortable.
Brand Identity	The visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds. Try starting by building a simple brand kit.	<ul style="list-style-type: none"> • Airbnb: Pink, easy to read logo • Disney: The D in Disney is unforgettable. • Apple: Simple, sleek design, monochromatic • Coca-Cola: Logo is recognizable to anyone.
Culture	The shared ethos of an organization. Try starting by asking employees what values are important to them.	<ul style="list-style-type: none"> • Zappos: cultural fit interview, which carries half the weight of whether the candidate is hired. New employees are offered \$2,000 to quit after the first week of training if they decide the job isn't for them. Ten core values are instilled in every team member. • Twitter: Employees of Twitter can also expect free meals at the San Francisco headquarters, along with yoga classes and unlimited vacations for some.
Target Market	A description of your perfect customers.	
Three Uniques	3 things that differentiate you from the market	
Proven Process	What is proven to work that you will share with customers to make them comfortable	
Guarantee	What promise do you make to your customers	
The List	A list of your perfect customers with whom you have a distinct advantage	

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