

Questions to help get a clear, well-articulated understanding of who you are (as a company/organization).

1. What are your core values: what is important, what are your principles, what governs your existence?

Core Values:

Principals:

Governing Ideas:

2. What is the core purpose of the company: why does it exist, why is it meaningful?

The purpose of “My Organization” is...

The value of “My Organization” is...

3. What is the envisioned audacious future of the company? This is about thinking big and looking 20 to 25 years in the future. It doesn't have to be realistic and can be over the top and crazy-out-there.

4. What are the short-, medium-, and long-term goals for the company: what will it look like in 1 year, 5 years, and 10 years.

1 year:

5 year:

10 year:

5. What is the business model: how do you make money and how will you measure economic performance and success

Questions to help you think about where you would like your brand/service offering to be positioned in the market place.

1. What do you want to be known for? When people think of you, what words or thoughts will come to mind?

2. Who are your ideal clients? What other services do they buy; what are their likes and dislikes? It's also helpful to identify the customers that you don't want—many times this is much easier than defining your ideal customer.

3. Who are your competitors? Who else does your client consider when looking for your services and how do you compare to the competition? Is there a leader in the industry? Do you want to look like you belong in the category or will you be dramatically different? (can be a good thing).

4. What is the buying process? What steps do your clients go through before deciding to work with you? How can you make that decision process easier?

5. Why should they choose you? What makes you different and/or better than the competition?

6. What are your primary and secondary brand touch points? Brand touch points are every possible interaction or experience someone will have with your brand. (As a service provider, your brand is quite personal, and your primary brand touch point might be 'you'. Secondary touch points might be branded stationery, proposals)

7. Can you summarize your unique service offering in one short sentence, your brand promise? This is what you offer, how you offer it (in a different/better way than competition), and (perhaps) why people should care.