

## Worksheet 2

# Finding your brand's heart:

## A step-by-step process to define your purpose, mission and vision.

Knowing your brand at a foundational level, like we worked through in Worksheet 1, is really important so that you can articulate the market challenge, target audience and your brand's proposed solution. Think of it as marketing 101 for the brand challenge.

Now comes **brand strategy** – getting to the core of what gives your brand its heart. It's a chance to articulate your brand's own spin on the market problem, and the unique way that it offers a solution.


We can do that through finding your brand's:



Brand

### Purpose

Why do you do this work?  
Articulated well, it motivates and inspires action.



Brand

### Mission

What specific levers will you pull to deliver on your purpose?



Brand

### Vision

What is the "perfect world" outcome when the problem has been solved?  
Where purpose and mission collide.



I'm Julia Gottlieb, a brand designer from Victoria, Australia. I've been combining brand, marketing and design for over 20 years. I've spent the last 11 years building my own design and brand consultancy, branding clients all over the world for big things.

# Purpose

## Questions

- 1. What situation or challenge is present and what group of people are impacted?**
- 2. How does your brand help to solve this challenge?**

Let's use a flying doctor service as an example. Such an organisation may answer something like this:

*"In Australia, it can be difficult for rural and remote people to access medical care due to their location."*

*"We provide essential medical services to people in rural and remote areas."*

\* N.B. Not affiliated with any flying doctor service! It simply makes a useful brand challenge that nearly everyone can understand.

The first three questions on Worksheet 1 will practically answer these questions for you:

- **"What pressing challenge or problem exists in the world?"**
- **"For whom is it a challenge or problem?";** and
- **"How can the brand solve this challenge?"**

The challenge here is to whittle your answer down to something that is *really* short and sharp. Omit any information at this stage about how, or what niche you are going to pursue (such as question four from Worksheet 1; we'll get to that later).

All we're looking for is a quick picture on what the challenge is, who it impacts and how you help.

## Your turn!

### What situation or challenge is present and what group of people are impacted?

The current situation/problem

Your target audience

### How does your brand help to solve this challenge?

The overarching solution

# Mission

## Question

**What specific actions or paths has your brand chosen as a method for solving the challenge?**

Again, the flying doctor service may answer something like this:

*"We provide medical care via aircraft and telehealth."*

This may seem really obvious; how else would they choose to provide medical care to people in remote areas?

But remember, any organisation likely have multiple levers available to them. They could choose to double down on telehealth, or education, by teaching people how to administer their own medical care. They could choose to invest in a fleet of high-speed ambulances, or jetpacks (the tech may be a bit slow on this one). You get my drift!

We're looking for a **maximum of three specific pathways** your brand is focusing on to deliver a solution to the challenge.

## Your turn!

**What specific actions or paths has your brand chosen as a method for solving the challenge?**

Actions/paths you'll use

- 
- 
-

# Vision

## Questions

**What does the world look like when this challenge has been addressed, and what are people free to do?**

What's the 'perfect world' you're creating? For the flying doctor service it may be:

*"People in rural and remote areas of Australia can be worry-free, knowing they and their families can access healthcare when they need it most."*

For some brands, they may be out of a job if their vision is realised, and that's ok! Imagine if the work that the Cancer Council did finally cured cancer and they no longer needed to raise funds for research, or educate people on how to avoid or manage cancer? Happy days.

For others, such as the flying doctor service, their vision will probably never be realised. Australia is geographically such a large place, that the reality is people will always likely require such a service to manage acute medical conditions. That's ok too.

## Your turn!

**What does the world look like when this challenge has been addressed?  
What will your target audience be free to do, and how will they feel?**

'Perfect World' outcome

Free to?

Feeling/emotion

# Let's pull it all together

## My brand purpose

1.
2.  's purpose is to provide a solution to this by  
 for

## My brand mission

's mission is to provide   
by  for

## My brand vision

's vision is a world where  can/are  
 and people feel

# What's next?

Answers to these questions will guide what comes next with clarity and direction. With a clearly articulated summary of your brand's:

- 1. Purpose**
- 2. Mission; and**
- 3. Vision**

You have a unique profile of your brand's strategy – the exact way that you are going to solve a problem. This has the potential already to differentiate the business from others who do work in the same space.

## **Now add personality**

We're a step closer to applying these insights and matching the data to design.

But don't sharpen your tools yet! The next phase involves defining a personality for your brand. Much like an individual, a brand can build dimension by answering the right questions that give it a unique personality that can inform visual design.

For the next Worksheet, and more resources, go to:

[amadeusbrand.com.au/blog](https://amadeusbrand.com.au/blog)