

1 Having a clear Vision provides a guiding light that holds the team together and attracts others to the venture. It is important for the vision to embody the interests of all team members.

2 A good Brand reflects the vision of the venture. Think of it as the light on the horizon. Include clear goals that are both ambitious and realistic. This will inspire your team and potential customers.

HOW TO USE THIS TOOLKIT

Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

COMPLETE THE WORKSHOP CHALLENGE

When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

3 Look for words and concepts that reflect your goals. Collect images, text, typography, symbols, sounds, icons, pop culture, other that help communicate these concepts. Use this as the basis for your name.

STEP 1. INDIVIDUAL VISIONS

In secret, each team member should write a statement representing their desired future state for the venture.

Don't share these until you've all finished, and then put them here.

Once you have finished, circle the words that are similar, repeated and/or best represent what you want to achieve together.

STEP 2. SHARED VISION

Write a statement that combines the values, principles and goals expressed by the team. These should represent your shared vision for the future of the venture.

STEP 3. BRAND PURPOSE*

How will your vision change people's lives?

What will you be enabling people to achieve?

How is your purpose different or unique?

STEP 4. CORE MESSAGE

Which customer aspirations do you satisfy?

What are the key words that you want customers to think of when they hear your name?

STEP 5. MOOD BOARD

What are the emotions that characterise your brand?

What are the images, icons and symbols that represent your brand?

Which colours and sounds would you use?

Which materials would you evoke?

