

**1** A clear Vision is a guiding light that holds the team together and attracts others to the venture. It is important for each team member to contribute their hopes for the venture.

### 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 the statements here.

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

### 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.

**2** Combine your individual statements into one Shared Vision. Include clear, ambitious and realistic goals. Your Brand should be a reflection of this vision, providing a way for you to communicate it to others.

### 3 BRAND PURPOSE\*

How will your vision change people's lives?

How is your purpose different or unique?

Which customer aspirations will your brand appeal to?

What is your core message?

### 4 MOOD BOARD

What are the key words you want your customers to think of when they see your brand?

What are the emotions that you want customers to feel when they hear your name?

What are the images, icons, symbols, colours, sounds and materials that evoke these emotions?

