

HOW DO YOU **ACT** EVERY DAY?

MODULE **A**

Based on the B.R.A.N.D. System™

HOW DO PEOPLE EXPERIENCE YOUR BRAND?

THREE TOUCH POINTS

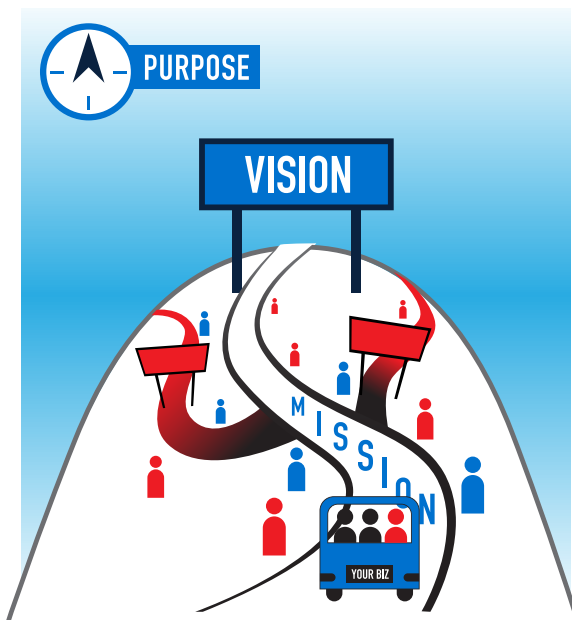
ON LINE

ON PRINT

ON SITE



What does Trader Joe's value more than increasing (or maintaining) sales volume through e-commerce, home delivery, or curbside pick-up during the pandemic?



Challenges along your business journey will be inevitable. Having certainty in your business for existence and drive for excellence will empower you to lead effectively and avoid detours that may steer you TOO far away from your destination.

REFLECT

What would you do or not do in face of challenges?

How will your purpose, values, and vision help guide your decisions?

HOW DO YOU CONVEY YOUR VALUES?

IF MY BUSINESS IS
DRIVEN BY THESE
CORE VALUES...

I CAN USE THE FOLLOWING WORDS / PHRASES...

I CAN SHOW THE FOLLOWING IMAGES...