

WHO ARE YOU TRYING TO **REACH** ?

MODULE
R

Based on the B.R.A.N.D. System™

The WHY Exercise

BEING PART OF

IS IMPORTANT **TO MY EMPLOYEE** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

THEREFORE, HE/SHE
MAY BE **DRIVEN** BY...

Which of these **needs** can be met by your company?
Are these **values** important to your company?

The WHY Exercise

YOUR "GOOD MATTRESS"

IS IMPORTANT TO MY CUSTOMER BECAUSE

AND

IS IMPORTANT TO HIM/HER BECAUSE

AND

IS IMPORTANT TO HIM/HER BECAUSE

AND

IS IMPORTANT TO HIM/HER BECAUSE

AND

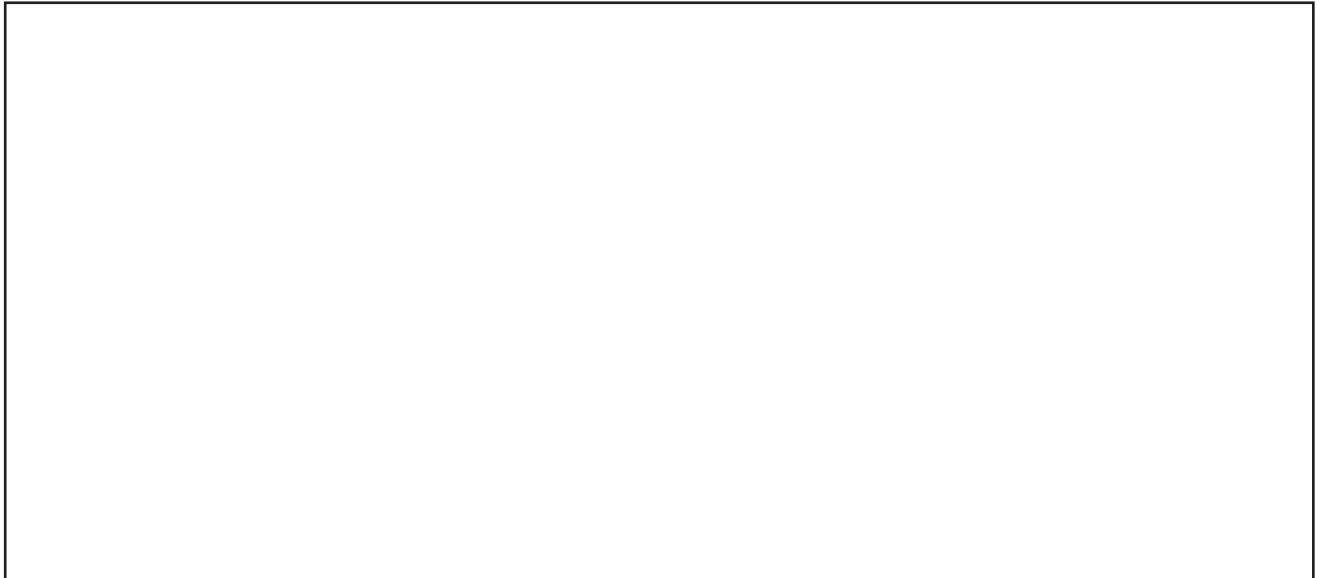
IS IMPORTANT TO HIM/HER BECAUSE

THEREFORE, HE/SHE
MAY BE **DRIVEN** BY...

Which of these align with what your company values?



How does Endiro engage the people they are reaching to their vision?



ENDIRO IS IN THE BUSINESS OF ELIMINATING CHILD VULNERABILITY
(they just so happen to be selling specialty coffee)

EMPLOYEES FARMERS PATRONS NON-PROFITS

Blackies gamboos, personal hygiene, soap, ash, cooking utensils, beans, rice, maize flour, cooking oil - it all helps our family in Bulela

The effort you put in to reach the people your company hopes to reach should not just be paying customers.

Endiro Coffee
PHOTO CREDIT: Endiro Coffee

REFLECT

How can you inspire your employees to view their job as more than just a promised paycheck?

The WHY Exercise

BEING PART OF

NAME OF COMPANY

IS IMPORTANT **ME** BECAUSE

AND

IS IMPORTANT **TO ME** BECAUSE

AND

IS IMPORTANT **TO ME** BECAUSE

AND

IS IMPORTANT **TO ME** BECAUSE

AND

IS IMPORTANT **TO ME** BECAUSE

THEREFORE, I MAY
BE **DRIVEN** BY...

The WHY Exercise

YOUR "GOOD MATTRESS"

IS IMPORTANT TO
THIS CUSTOMER BECAUSE

Use each sheet for a specific customer profile (eg. stay-at-home mom aged 30-35 with 1-2 kids)

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

AND

IS IMPORTANT **TO HIM/HER** BECAUSE

THEREFORE, HE/SHE
MAY BE **DRIVEN** BY...

WHAT IS YOUR **NICHE** IN THE MARKET?

MODULE **N**

Based on the B.R.A.N.D. System™



PURPOSE

Your True North...

VALUES

...fueled by your core values

VISION

Your "Good Night's Sleep"

Your "Good Mattress"

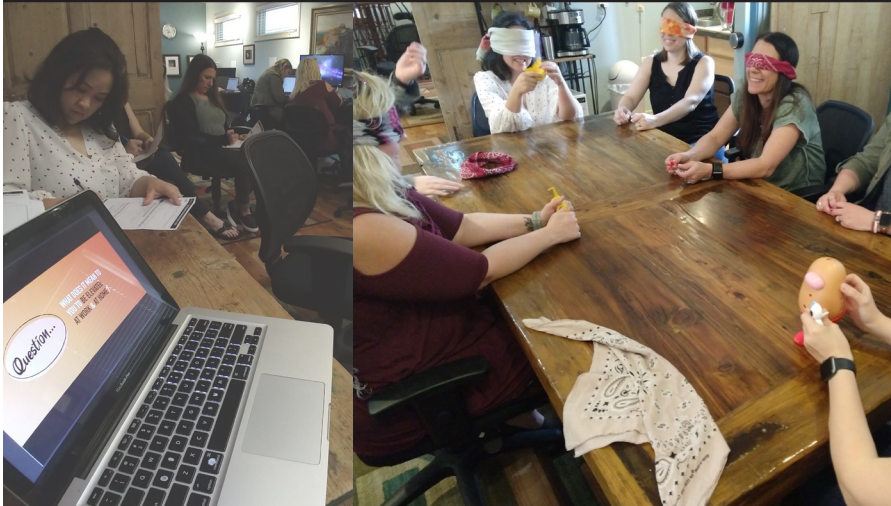
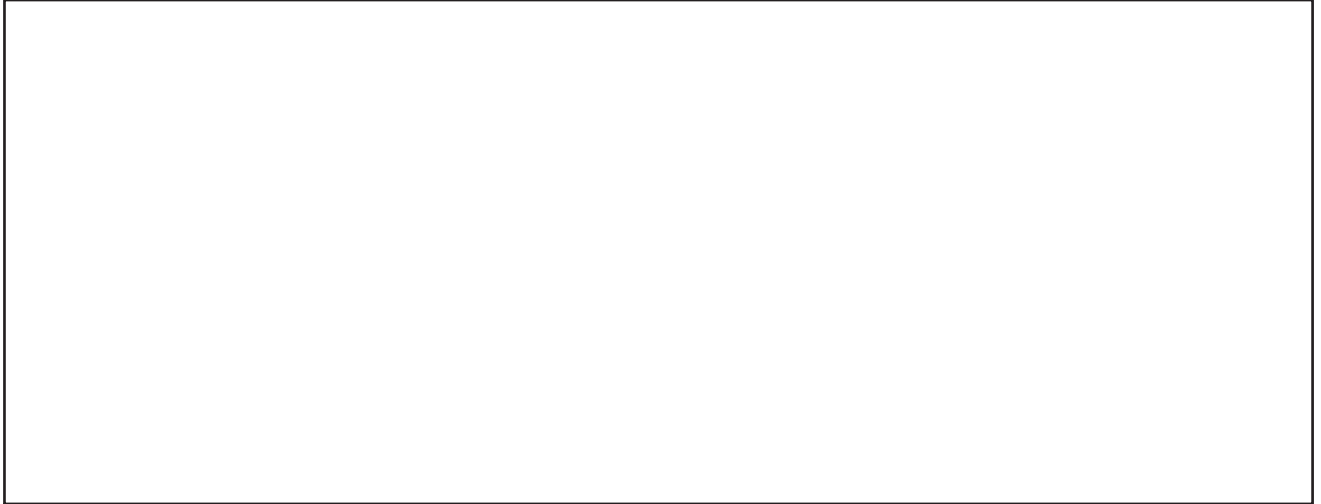
Your niche is how your company _____ a diverse group of people towards a _____ purpose, vision, & mission.

PEOPLE

Your internal and external customers



How will DecisionGrid be remembered in the bookkeeping industry?



Team members of DecisionGrid during a brand coaching exercise.

REFLECT

Knowing that your business cannot meet the needs of **EVERYONE**, what unifying purpose can you be about to attract like-minded people?
Review your core values defined in the D Module.