90DAY REBRAND

BRAND VISION

STAGE 4: MODULE 11

BRAND IDENTIFIED

"Brand is just a perception, and perception will match reality over time."

Elon Musk

BRAND
VISION

vi·sion

/ˈviZHən/

the ability to think about or plan the future with imagination or wisdom.

8 Reasons You Need a Brand Vision

1 Predict

You will have a clear picture of what your business will look like in the future. It's almost like looking into a crystal ball, and knowing where you will end up. By creating your vision, and acting on it, you can basically predict your future.

2 Focus

When you have a clear vision of the future, it will help clarify the business decisions you will need to make to keep the organization moving in that direction.

3 Motivate

A well articulated and repeated brand vision will give your employees a greater sense of purpose. They will be motivated to create their best work. It will keep the team focused and aligned with the shared goals.

4 Attract

In addition to inspiring your current employees, a well crafted brand vision will also attract like-minded top talented professionals towards your brand.

5 Eliminate

Your brand vision will act as a filter to weed out those workers in your organization who are not expressing a positive attitude, or living up to the brand standards.

6 Filter

If a potential new opportunity presents itself, your brand vision will assist you in determining whether or not it's a good or bad fit for your organization.

7 Clarify

Your brand vision will also help differentiate yourself from the competition, by uncovering hidden value that may get overlooked.

8 Align

Your brand vision will create consistency across all your consumer touchpoints, and align your marketing campaigns and communications.

Brand Vision Questionnaire

What should your business be?

What future do you want to create?

What does your future look like?

What would make your business successful?

What is holding you back?

_____

_____

_____

What are you willing to do to achieve success?

_____

_____

_____

What are you NOT willing to achieve success?

_____

_____

_____

How will you measure success?

_____

_____

_____

In 5 to 10 years from now, what will success look like for your business?

_____

_____

_____

In 5 to 10 years from now, how will your company make the world a better place?

_____

_____

_____

In 5 to 10 years from now, what is the positive impact your products or services will have on your customers?

_____

_____

_____

In 5 to 10 years from now, will the people who work in your organization still be there, and feel like they are making an impact?

_____

_____

_____

Brand Vision Plan

QUESTION	NOW	10 YEARS FROM NOW
Why do you exist?		
What are you known for?		
What will your company never do?		
Who is your customer?		
What are your goals?		
What services/products do you provide your customers?		
How do you make your customers lives better?		
What is the culture of your organization?		
Why will individuals want to become part of your community?		
Why will people want to work for your company?		

Inspiring Brand Vision Examples

NASA: "Advancing man's capability to explore the heavens."

Core Foods: "To live in a healthy, honest and supportive world."

Hilton: "To fill the earth with the light and warmth of hospitality."

Tesla: "Driving the world's transition to electric vehicles."

Unilever: "To make sustainable living commonplace."

Google: "To provide access to the world's information in one click."

Intel: "To bring smart, connected devices to every person on earth."

Microsoft: "To help individuals and businesses realize their full potential."

The Nature Conservancy: "To leave a sustainable world for future generations."

Oceana: "To make our oceans as rich, healthy and abundant as they once were."

Charles Schwab: "Helping investors help themselves."

Alzheimer's Association: "A world without Alzheimer's disease."

LinkedIn: "Create economic opportunity for every member of the global workforce."

Southwest: "To be the world's most loved, most efficient, and most profitable airline."

Starbucks: "To be the premier purveyor of the finest coffee in the world."

Nike: "To bring inspiration and innovation to every athlete in the world."

Visa: "To be the best way to pay and be paid, for everyone, everywhere."

Walmart: "Be the destination for customers to save money, no matter how they want to shop."

McDonalds: "To be the world's best quick service restaurant experience."

Disney: "To be the world's leading producer and provider of entertainment and information."

Brand Vision Template

To (provide, give, create, make, etc...) **a** (healthy, happy, productive, safe, etc...) (world, place, dream, reality, existence, etc...) **for** (the group of people you want to help).

What Your Brand Vision is NOT

✖ Your vision should not be about monetary gain. It should be about the amount of impact your business will achieve.

✖ Your vision is not all about you. It should focus on the people your organization is helping.

✖ Your vision should not describe what your business does. Rather it should explain the reason your business exists.

✖ Your vision should not be unrealistic. It needs to be audacious, and challenging, but also optimistic and attainable.