

90 DAY REBRAND

BRAND MISSION

STAGE 4: MODULE 12



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“If people believe they share values with a company, they will stay loyal to the brand.”

Howard Schultz

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Articulate

When you need to quickly and easily articulate what your business does to a new audience, your mission statement will serve as the perfect elevator pitch.

4

Filter

Similar to your Brand Vision, your Mission statement will act as a filter to determine if new projects are inline, and a good fit with your business strategy.

5

Direct

Your Mission statement will be a call to action that your employees can follow when making decisions and representing the organization.

6

Validate

Your Mission Statement will help express the value of your brand to potential partners or investors.

Brand Mission Questionnaire

What are you here to do?

How will you create that future?

How does your business add value to the consumer?

How do you intend for your business to positively impact the world?
