



## Whole Brand Thinking™ Outline

### **Origins**

*Where did you come from?*

### **Creed**

*Belief system. Why are you here? What purpose are you serving?*

### **Iconography**

*Logos, images, memorable sounds, etc.?*

### **Rituals**

*Common practices? Defined, repeated experiences?*

### **Lingo**

*What is your identifying vocabulary? Relevant industry terms?*



**Anti's**

*The non-believers. Define who you are (and who your customers are) by defining who you are not.*

**Leaders**

*Who is your leader? Who are your heroes? What are the qualities of a leader within your organization? How does even the lowest rank employee bring leadership to their job? Who would you sponsor?*

**Context**

*What kind of brand are you developing? Lifestyle, design, business, futurist, political, charitable, trust, demographic, etc.?*

**Expectations**

*Perceptions and promises. Are you walking your talk?*

**Community**

*Customers, partners and influencers. How do they interact with your brand? Are they participants in your dialog?*