



## Whole Brand Thinking™ Outline

Your Name \_\_\_\_\_

Your Email \_\_\_\_\_

Thank you for taking a few moments to fill out and submit this form.

Answer the questions as best you can and feel free to use as much space as you need. If you should feel stumped by a particular section, please do not be overly concerned. Although I encourage you to respond thoughtfully to all of the sections, it is not uncommon for clients to leave a section or two blank. Identifying areas that are confusing or fall outside of your experience will be useful for our process as well.

Remember, there are no right or wrong answers, only YOUR answers.

### 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?*

**Websites (if any)**

*Please list the web addresses of any websites you would like me to see before our meeting. These could be your own site, social media profiles, competitors' sites, sites that inspire you, etc.*

**Other**

*Is there anything else you would like to add or feel it would be helpful for me to know?*