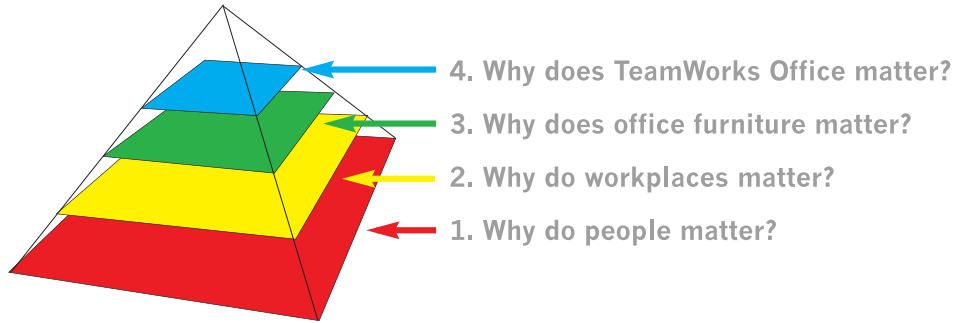


# Do we assume too much?

## 4 simple questions to get at Shared Purpose and Limbic Clarity for a Deeper Brand.



[Specific Product or Organization]

[Area of specialization]

[Sphere of Interest]

[People]

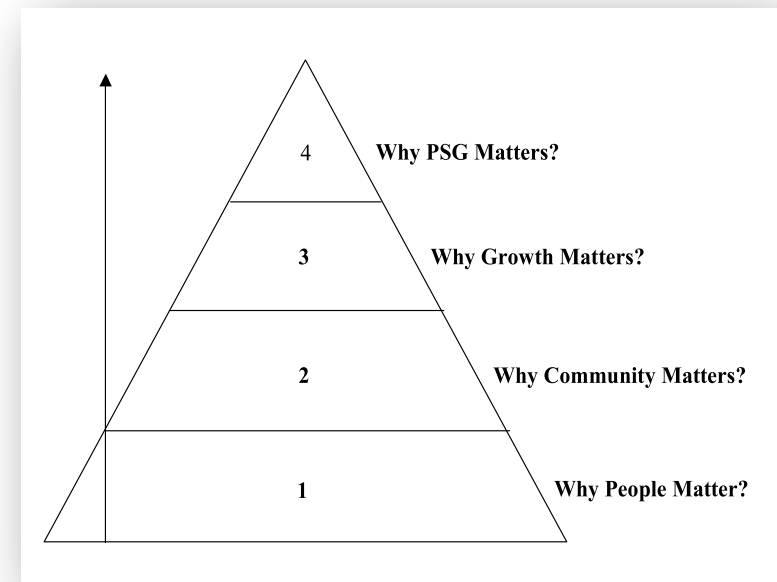
This is an exercise you can use to break down the attractive and persuasive elements of any business or initiative. The terms and discussions which result can literally provide the words and ideas that compose a resonant statement of what a brand and its community believes and seeks.

Why this method? Put plainly, most of us begin with and stay focused on Question 4 (and maybe explore #3 a little) - *Why we're special*, and *Why what we're doing is important*.

It's habitual and comforting to operate in our own bubble of care and terminology. We begin to assume we all have the same values and concerns or ideas about how things should be. This is how brands and organizations lose their self-awareness, vitality and relevance - even to the people within them. So, Q1 always begins by affirming the basics of common care.

Rewrite questions 2-4 to fit your particular need and narrowing categories of relevance. You may come up short on Question 1 at first. That's natural. As you work upward, it will become apparent where answers go and the "holes" in Question 1 or 2 will begin to get filled. This is the point of the exercise: in business, we compartmentalize-out the most compelling, visceral and Intrinsic Goods that drive us and draw us under the mistaken guise of being efficient, serious or practical.

Tackle 1-4 in small groups and come together to share answers. Then, break again into different groups to craft 10-25 word statements of purpose using the themes, words and phrases you have uncovered. There are no right answers. You will have found clarity when your statement combines **fact and feeling** and mirrors group ideals, yet is accessible to newcomers. It must "say" easily and feel *good* to say.



©2010 Alchemy LLC

An example for one organization, Partnership for Smarter Growth, seeking to refine persuasive relevance to donors, alliances, and real estate developers and govt. officials they wished to influence.