

Soapbox

Brand workshop exercises

Exercises

1 & 2

Story

3 & 4

Audiences

5 & 6

Role & personality

Exercise 1: Defining your what, how and why

Your purpose

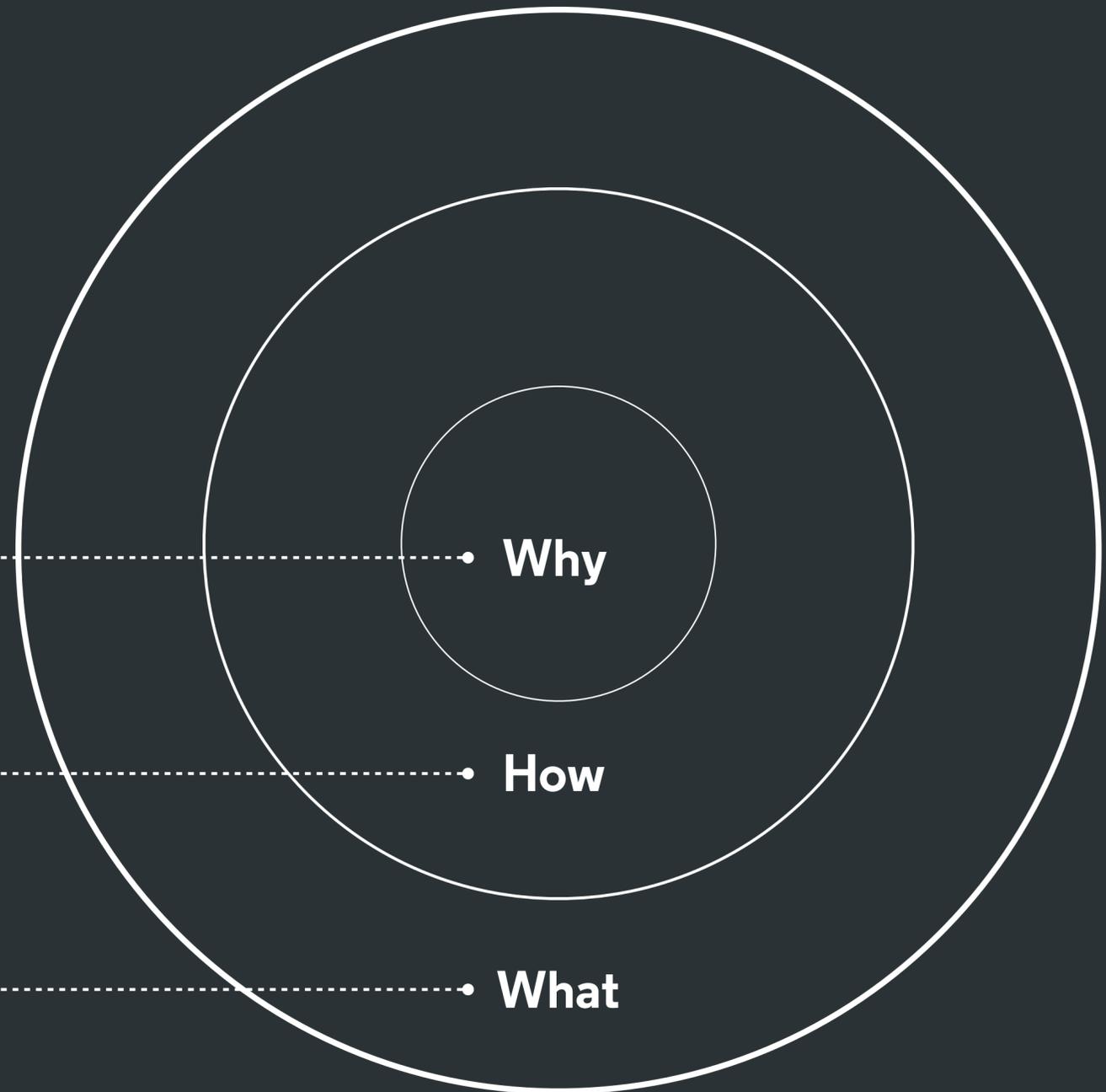
Defining the core reason why you exist – this could be a belief, an ambition or a problem you exist to solve

Your process or approach

Defining how you deliver on your purpose, how ‘what’ you do results in your ‘why’

Your offer

Defining ‘what’ is it you offer – your features and functionality



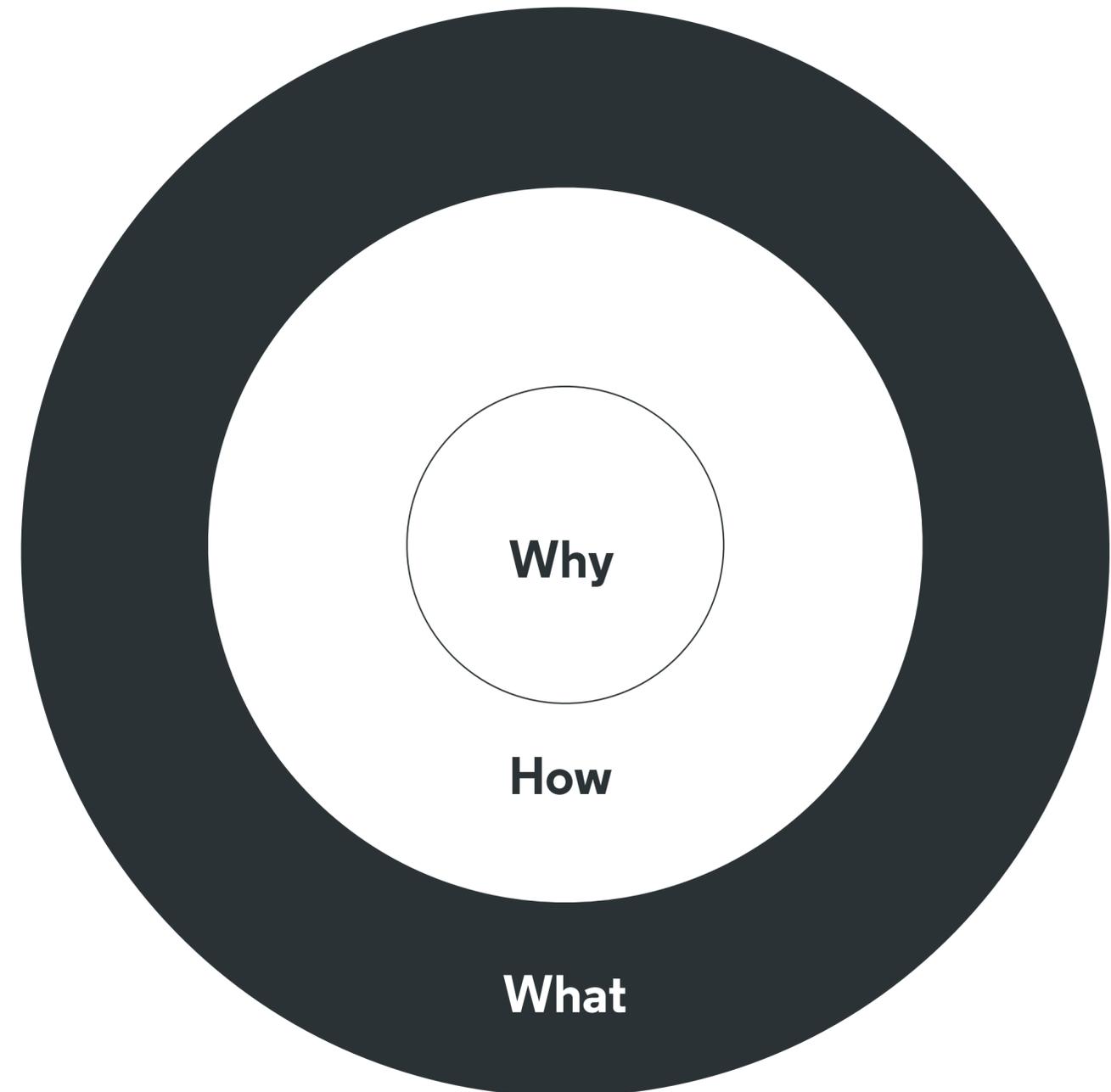
Defining your **what**

Starting with your ‘what’ is the simplest approach. This is the nuts and bolts information that defines what your organisation does – the capabilities you have and the products, services and expertise that you offer.

How to do it:

Spend two minutes individually writing out short statements that describe what you do as an organisation. Write down as many relevant things as you can.

Share, then reflect and refine as a group to come up with your top choices.



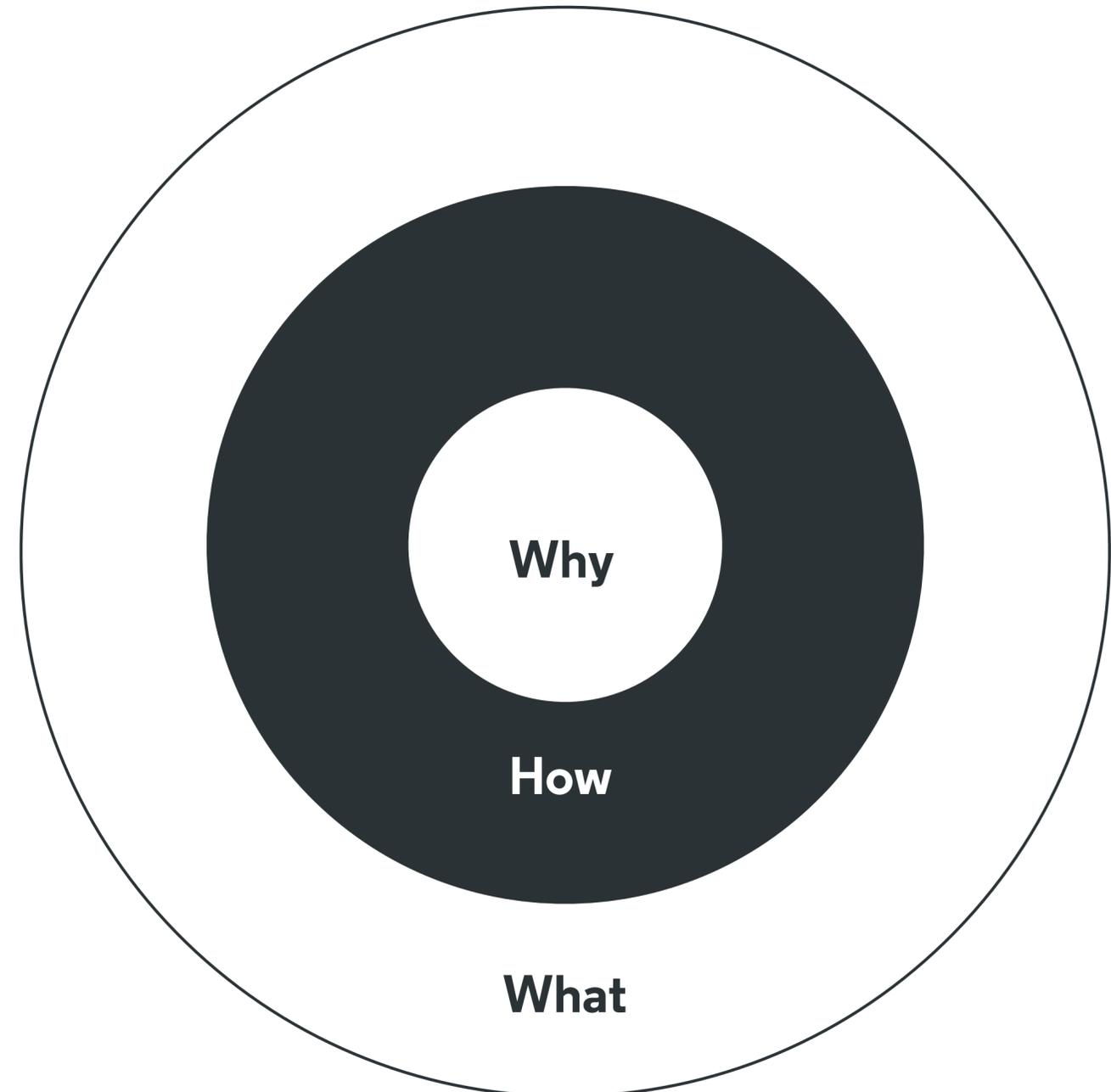
Defining your **how**

Considering ‘how’ you achieve your ‘why’ is an effective way of getting audiences to understand your impact and provides them with further detail beyond the functional elements of what you do.

How to do it:

Spend two minutes individually writing out short statements that describe, in simple terms, ‘how’ you will turn what you do into the impact you want to achieve.

Share, then reflect and refine as a group to come up with your top choices.



Defining your **why**

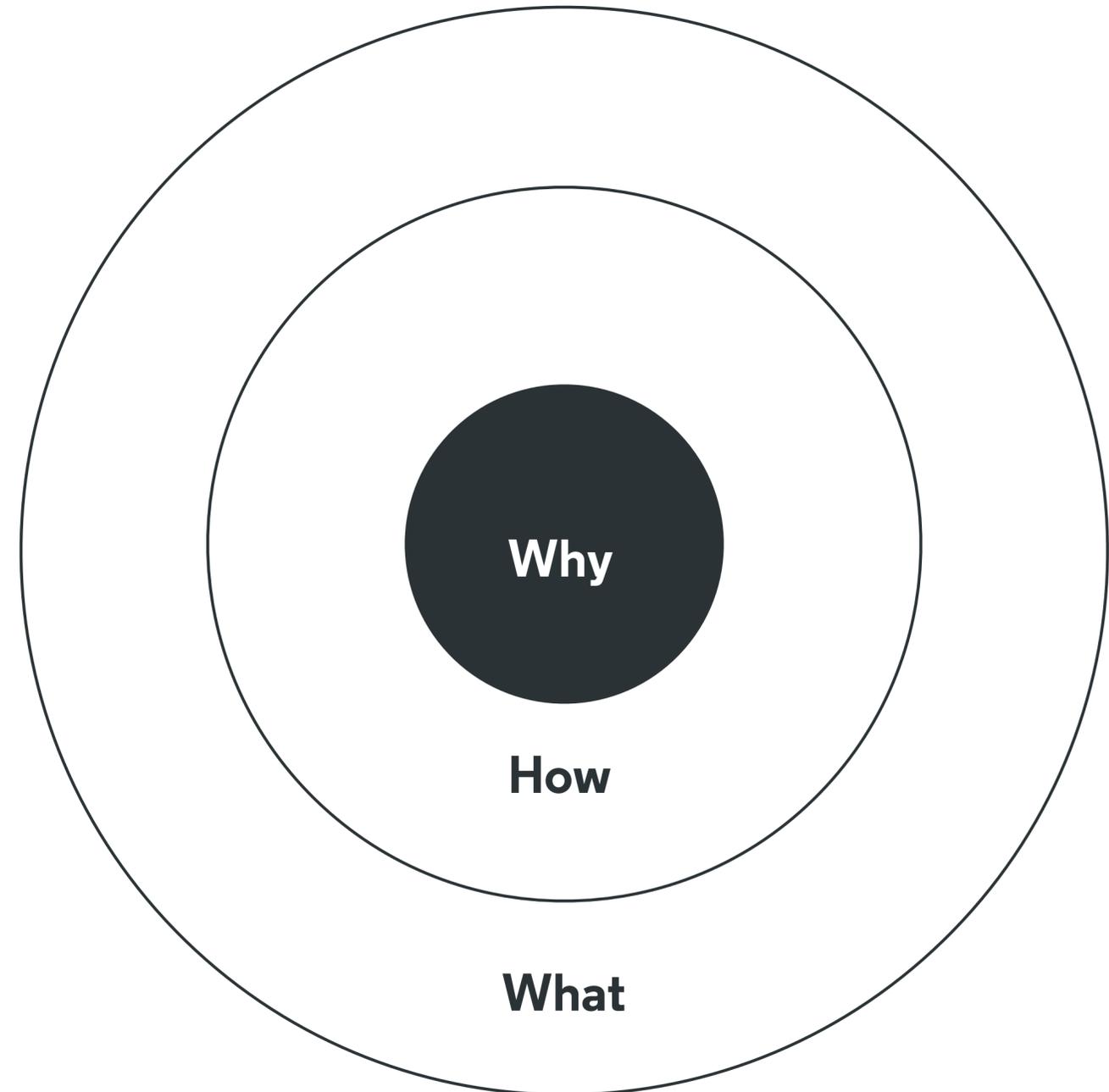
Your 'why' is what you stand for – it's the reason you exist. It tells your audiences why you matter and what it is you are ultimately trying to achieve.

How to do it:

Spend two minutes individually writing out short statements that describe in simple terms, why you exist.

Share, then reflect and refine as a group to come up with your top choices.

After completing the full wheel, look back at your completed list and think about any identified elements or additional characteristics that are special or unique to you.



Exercise 2: **Defining your core values**

Your values are a set of collectively-held fundamental beliefs. Together, they shape and drive how you work and serve as a guide for day-to-day decision-making.

Defining your values

How to do it:

Take two minutes to individually write down as many 'values' that you can think of that are relevant to your organisation. These can be individual words or short phrases that sum up how you work and the things that matter to you. Try to think about things that could be unique to you.

Go round the room and individually share your lists, grouping duplicate or similar values as you go. Once everyone has had their turn, individually take a minute to select your top three values from the collective list.

Share these and discuss the results until you reach agreement on a final set of values (ideally between 3 - 5).

As an alternative to this exercise, you could start with an extensive list of values and ask participants to pick ones from that list are relevant (as well as adding their own) as the first step.

Confident
Collaborat
Independen
Innovative
Diverse
Courageo
Brave
Imaginativ
Accountab

Exercise 3: Audience identification and mapping

Who are you here for? Audience identification and mapping is an opportunity to think about relationships with existing and new audiences. It is designed to help you think about who you are here for, and how important they are for your organisation, both now and in the future

Audience identification and mapping

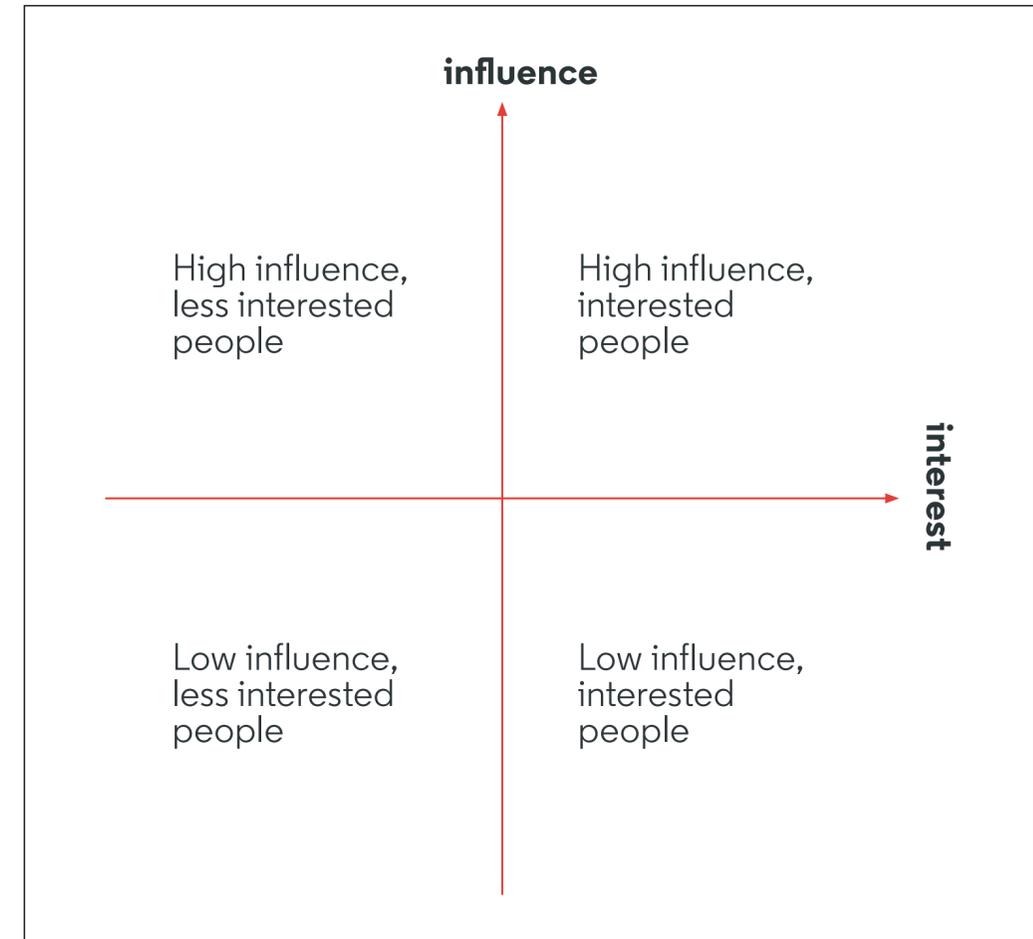
Start by thinking about who your audiences are. Think about who they are at the moment, as well as emerging audiences that might become more important to you in the future. Once you've established who your audiences are, you can start to prioritise them.

How to do it:

Individually or working in pairs, spend two minutes writing down as many audiences as you can think of. Try to be as specific as possible.

Regroup and share your responses until you have a comprehensive list of all of your audiences.

Once you have your list, collectively go through each audience identified and map them on the basis of influence and interest.



Exercise 4: Understanding your audiences and your offer to them

This exercise helps to build a more detailed profile of your target audiences and maps how what you offer meets their needs or solves their challenges.

Your audiences and your offer

This exercise combines two empathy-focused activities in one and is focused on getting you closer to your target audiences.

How to do it:

Divide up your priority audiences between your group, then working in pairs, start to build out a profile of each audience. Start by thinking about their wants and needs before working down to thinking about how you fulfil them, including any specific products or services that you offer them, and finally how you want them to think about you.

Continue the task until all audiences have their own profile, then play back the outcomes to the wider group.

Once completed, try to come up with a single statement that encapsulates what your offer is to each audience

What do they value?	What are their challenges or pain points?	
How well do you engage them currently? <small>On a scale of 1 - 5 (5 being very well)</small>	How important are they to you? <small>On a scale of 1 - 5 (5 being most important)</small>	
How do you have a positive impact on this audience? (problems solved or value offered)	Which products or services meet their needs? How do you want them to engage with you (online and offline?)	What should they feel about you?

Exercise 5: Defining your role

This exercise explores the role you play for your audiences, or that you offer to the world.

Understanding this can help you position your brand, tell your story and build your personality.

Defining your role

How to do it:

Print out a range of ‘roles’ that you could play and lay them out in front of you (there are some examples here to get you started). Working together as a group, go through the roles and collectively agree the one that is most like you (you might also want to combine different roles together, or come up with your own). Think about what makes you different, who you want to be (not just who you are now) and how your audiences see you (and how you want them to see you)

A collaborator	A communicator	A teacher	An explorer
A convenor	An expert	A pioneer	A citizen
An academic	A catalyst	A guide	A scientist
A community	A leader	A scholar	A changemaker

Exercise 6: Defining your personality

This exercise is focused on defining your brand personality. Your personality is a series of human-like attributes that define your style and the 'tone' you set as a brand – if you met someone for five minutes then left, what is the impression you'd like them to have of you?

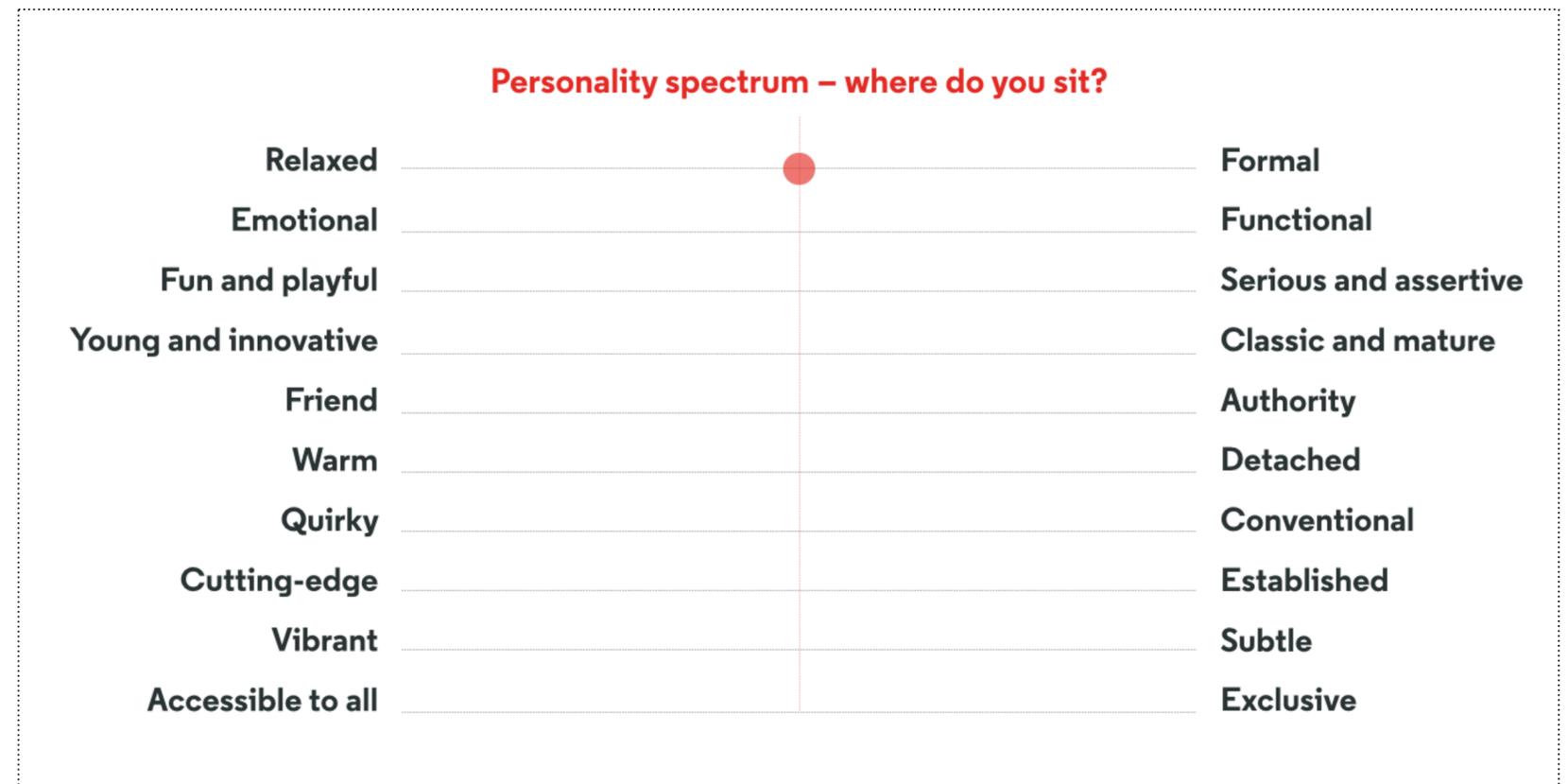
Defining your personality

How to do it:

Begin with a series of personality traits plotted in corresponding pairs on a spectrum (example traits shown here).

Individually, take a few minutes to go through each attribute and mark on where you think your brand sits on the spectrum. Some can sit in the middle, but try to have a few which sit strongly on one side or the other, or make suggestions for other attributes that might be missing. Think about who you aren't, as well as who you are.

Go round as a group and share and discuss the outcomes – particularly those attributes where there are different opinions – to try to come up with one final set of attributes.



Soapbox