

# Brand Positioning /Mission Statement

choose 7 words for each section, organize in terms of importance

<b>i. name</b> Combine words to create a name that is unique and promotes trust.	<b>ii. customer</b> Use your creativity and imagination to describe your ideal customer.	<b>iii. culture</b> Use your wisdom to choose words that describe a powerful organization.	<b>iv. voice</b> Speak from the heart, avoid fear and negativity, be soothing.	<b>v. feeling</b> Communicate with others in an emotional level.	<b>vi. impact</b> Bring awareness to the tangible impact you want to have in others.	<b>vii. wow factor</b> Let your spirit come true, don't be afraid to dream big!
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This exercise will help us determine our core values, make your suggestions as brief as possible 1-3 keyword phrase max.

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5						
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7						

Apply these words in a statement, try it on for size, refine it until it makes the most sense and resonates with your own values. It is very important that the team participate in this exercise and that the all embraces a set of common values.

