



BRAND DISCOVERY: HOMEWORK #1

The human difference

Recall a specific story when you felt proud to work for your organization. As you think of your story, take time to write down a sentence or phrase that will help you remember your story for later. Stories should be about specific people and moments. Outcomes can affect one person or thousands.

This isn't about money or other metrics; it's about what you have given, not what you have received. We want something very human. Something that is meaningful and elicits an emotion.

A BRAND'S WORK IS NEVER DONE