

# BRAND PURPOSE FINDER

With your leadership team fill in the below grid which is based on a typical story structure. At each stage ask “why” and then look for a common theme at the end.

<b>BEGINNING</b> How did you start. What has the company done in the past?	<b>WHY</b>
<b>MIDDLE</b> What is the company doing right now? Who is it helping?	<b>WHY</b>
<b>END</b> What does the future look like, what will the brand achieve, how will the brand eventually end and what will it be remembered for?	<b>WHY</b>
Next 2 years:	
Next 5 years:	
50 years / end:	
<b>COMMON THEME:</b>	