I'M WITH THE BRAND

WORKBOOK 2. THE POWER OF PURPOSE

Spark

THE POWER OF PURPOSE

SELF EXPLORATION

By getting clarity on what success feels like to you, you'll better understand what it is that makes you tick, so that you can create a brand that's meaningful to you.

WHEN DO YOU FEEL A 'SPARK'

When did you feel at your best in your work, what made you feel motivated and energised? What were you doing? Why do you think you felt this way?

Check out the list of words below, pick three key words that represent success to you. How will success 'feel' when you've bought your idea to life.

empathy

sympathy
To experience an urge to identify with someone's feelings of misfortune or distress
compassion / empathy / pity

kindness
To experience a tendency to protect or contribute to the well-being of someone
caring / friendly / tenderness / warm

respect
To experience a tendency to regard someone as worthy, good or valuable
appreciation / approval

affection

love
To experience an urge to be affectionate and care for someone
affection / intimacy / romance / infatuation

admiration
To experience an urge to prize and estimate someone for their worth or achievement
impressed / esteem

dreaminess
To enjoy a calm state of introspection and thoughtfulness
pensive / contemplative

aspiration

lust
To experience a sexual appeal or appetite
passion / sensual / horny / sexy

desire
To experience a strong attraction to enjoy or own something
attraction / yearn / crave

worship
To experience an urge to idolize, honour, and be devoted to someone
adore / devotion / reverence

enjoyment

euphoria
To be carried away by an overwhelming experience of intense joy
ecstasy / elation / exhilaration / jubilation

joy
To be pleased about (or taking pleasure in) something or some desirable event
happy / pleasure / delight / cheerful

amusement
To enjoy a playful state of humour or entertainment
entertained / gaiety / humorous / glee

optimism

hope
To experience the belief that something good or wished for can possibly happen
optimistic / encouraged / wishful

anticipation
To eagerly await an anticipated desirable event that is expected to happen
eager / expectant

animation

surprise
To be pleased by something that happened suddenly, and was unexpected or unusual
amazement / astonished / startled / dazzled

energized
To enjoy a high-spirited state of being energized or vitalized
exuberant / zest / excitement / stimulation

assurance

courage
To experience mental or moral strength to persevere and withstand danger or difficulties
brave / heartened

pride
To experience an enjoyable sense of self-worth or achievement
triumphant / self-satisfaction / smug

confidence
To experience faith in oneself or one's abilities to achieve or to act right
assurance / secure / trust

interest

inspiration
To experience a sudden and overwhelming feeling of creative impulse
enthusiasm / determination / challenged / zeal

enchantment
To be captivated by something that is experienced as delightful or extraordinary
awe / charmed / moved / touched

fascination
To experience an urge to explore, investigate, or to understand something
curious / attentive / interest / engrossed

gratification

relief
To enjoy the recent removal of stress or discomfort
reassured / soothed / gratitude

relaxation
To enjoy a calm state of being free from mental or physical tension or concern
comfortable / carefree / serene / tranquillity

satisfaction
To enjoy the recent fulfilment of a need or desire
gratified / pleased / contentment / fulfillment

What are the traits and emotions that you associate with these key words that make you feel fulfilled and engaged.

How can these traits be reflected in your brand or business idea?

First drafts are always the hardest. Reflect and refine. What matters to you will change as you and your ideas take form and develop. Keep thinking about how you want to feel in your career, what you want to bring to the world, until the next video.

YOUR BRAND

Now is a great time to reflect on your purpose!

What is the reason behind why you do what you do? What would get you out of bed in the mornings?

What are you driven to change, create or restore to positively impact the world?

Think about this in relation to your brand or business, summarise this in a short mission statement.

What do you hope your business or brand will achieve in the next 5 months?

What do you aspire to achieve 5 years? Think Big! Get excited!

Reflecting on the above, summarise this into a short Vision statement.

Are there any themes you've discovered that can influence your brand story? Any visuals that come to mind? Tag lines, brand narratives that can help keep your story concise and consistent?