

NAME:

PRODUCT:

1. Brainstorm Six

2. Choose Top Three

3. Choose Top One

Culture	Co-Creators	Voice	Feeling	Impact	X-Factor
How would your community to describe you?	How would you describe your co- creator? How do your customers describe you?	How do you sound to others?	How others feel after interacting with you? How do you make them feel?	What tangible effect do you have on others? What results do you provide?	How are your different from others? What makes you special?

Example: *Tea Haus provides **custom teas to health conscious customers** in a sophisticated environment with a **wise** voice. Helping them feel **mindful** and be **re-energize***

_____provides _____ to
_____customers in a _____environment
with a _____voice, helping them feel
_____and be _____