**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 \_\_\_\_\_\_\_\_\_\_\_\_