

Brand Attributes, Round One 10 min

The goal of this exercise is to discover and prioritize important qualities of your organization and explore them visually. Each team member should have their own sheet. Answers will be combined in the next part.

1. Consider the following questions.
2. Take 5 minutes for each question to brainstorm the responses that come to mind and write them down in the columns below.

After interacting with my organization, I want a person to feel _____?

When I think of achieving our goals as an organization, what images or colors come to mind?

Brand Attributes, Round Two 30 min

1. Each team member goes around and briefly shares what they wrote down, and why.
2. Place sheets either on the wall or a table where everybody can see everyone's responses.
3. As a group, take this sheet and work together to put the words and phrases that feel most vital near the dot in the center of the column, and the least vital toward the edges of the column. If you need more space, use a flipchart.

After interacting with our organization, we want a person to feel _____?



When we think of achieving our goals as an organization, what images or colors come to mind?

