

Strategic Planning / Branding for Customer Centric Design

1. Brainstorm Six (6 minutes)
2. Choose Top Three (3 minutes)
3. Choose Top One (3 minutes)

NAME (who you are):

PRODUCT (what you provide):

Culture	Customer	Voice	Feeling / Benefit	Impact/ Value	X-Factor
How would your customers describe you?	Your Ideal customer	How do you sound to others?	How do you make your customers feel?	What tangible results do you provide?	How are you different from others? The one thing that makes you special?

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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
