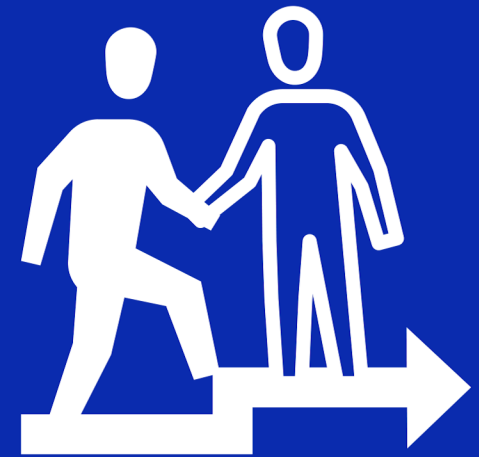


LeadinGrowth's

**BRAND**

**IN A BOX**

*Coaching Cards*



Brand-in-a-Box Coaching Cards help to simplify the process of discovering the "right words" that describe a brand from the inside out. Use the cards to develop & articulate clear meaningful brand associations that create the "right" brand-image in the hearts & minds of customers & target audiences. Use the cards individually or with the team. Create a Brand Promise from the inside out

The Coaching Cards are a tool, helping you to be a brand coach to your clients and facilitate the process of strengthening or refreshing a brand from the inside out with your clients or their teams.

Facilitate the process of updating the Brand's Purpose, Vision, Mission, Values, Personifying the Brand, or developing new Business Models, Product or Process Innovations helping to pivot, re-invent, re-shape, re-orientate, re-structure, re-align or revamp any brand into the future.

Use the cards to assist with articulating a specific target market or in 90-day planning processes or when conducting annual Brand Health Checks, or in weekly team Stand-ups or Ideation Sessions.

# BRAND IN A BOX COACHING CARDS



**Feelings**

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# Build Brand Association Strategically

**Grow**

**Lead**

**Attract**

**Connect**

**Build**

Refreshing a brand or building it from scratch requires strategic decisions on growth, purpose & where the brand is going.

Using the Brand-in-a-Box Coaching Cards helps you to select the "words" that match your brand's direction. Then, you can strategically build brand associations with the "words" to grow & strengthen stakeholder connections & relationships. Use with Personal Brands or Business Brands

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# HOW TO USE

There are three Decision Cards

**YES NO ?**

The purpose of the Decision Cards are to facilitate your decision-making into:

YES these cards are representative of my brand,  
or NO these cards are not reflective of my brand,  
or ? I am unsure.

The Decision Cards are used in conjunction with the other cards to facilitate your decision-making

Place the three Decision Cards well spaced from each other so that you have room to place 48 cards into piles that represent Yes NO or ?

**YES**

**YES**

**?**

**NO**

# Decision Cards

**YES**



Cards that reflect the brand

**?**



Unsure Cards to Consider

**NO**



Cards that are irrelevant

## HOW TO USE

1. Select one set of 48 Coaching Cards
2. Consider each Card, one at a time
3. Decide whether the card goes into the YES, ? or NO pile continue until all 48 cards are placed in a pile.
4. The NO cards can be put away.
5. If there are 10 or more cards in the YES pile also put away the ? cards.
6. If there are less than 10 cards in the YES pile then consider each of the ? Cards and make a YES or NO decision.
7. Keep only the Cards in the YES pile. These are the cards that best reflect your brand.
8. Order the Cards in the YES pile and keep only the top SIX (or less) cards to use in brand activities.

# VALUES

# & Behaviours

## *Examples*

**ABUNDANCE**

Sharing resources, generosity, gratitude

**EXCELLENCE**

Striving for high standards, continuous improvement

**HAPPINESS**

Cultivating joy, finding contentment

# VALUES

Values are the core beliefs humans live by, and represent the values the brand stands for. People are drawn to values that align with their own. Being clear on the values a brand espouses helps to attract talent aligned with those values. In turn, this helps the brand to live by those values, and attract customers, clients, investors, suppliers, partners & other stakeholders with similar values. When selecting values, select three, four, five or six values. Selecting a few values that are easy to remember, understand, and live by are better than selecting a list. After selecting values translate each of the values into meaning and expected behaviours. Ensure these are transparent so you can use Brand Values when attracting talent, evaluating talent performance, and when aligning mission, vision, purpose, promise, transformations, innovations and the future directions of the brand. Over time brand values don't change, as they are core to the brand. Ensure your personal Brand Values are aligned with the Brand Values of any brand you collaborate with, work for, or with, as this helps with increasing your happiness levels.

**Select  
3 - 6  
Values**



**YES**



**?**



**NO**



# HUMAN TRAITS

YES

?

NO



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## HOW TO USE

Human Traits are useful to use when looking at the human traits of the Personal Brand, the Team Brand, the Department Brand, the Business Unit Brand or the Company Brand.

Human Traits are helpful in personifying the brand & making it easier for your target audiences to connect with the brand, and harder for the competition to copy the brand.

Human Traits Coaching Cards can be used in conjunction with, for example,

- Your Ideal Target Market
- A Customer Segment
- Employees
- Team Members, or other Business Units
- Investors
- Suppliers
- Stakeholders
- Your Client's Customers



# What Human Characteristics do Animals have?

## ANIMALS



diligent  
team worker  
organised



adaptable  
intuitive  
perceptive

Anthropomorphism is a term used to ascribe human characteristics to innate objects, colours, superpowers, animals, archetypes or brands. Through anthropomorphism we apply human characteristics to animals and vice-versa to personify a brand.

Consider all of the 48 Animal Cards then place cards into YES, ? or NO piles. Reconsider the ? cards & place any relevant into the YES pile until you end up with about ten cards.

Order the cards, and finish with the top 3 - 6 Animal Cards. Then write down the human characteristics associated with each animal.

Use the Animal cards to ascribe human characteristics to

- the brand (personal or business)
- describe a target audience,
- describe a select group of clients.
- describe a team, division or stakeholders

# ARCHETYPES



**Explorer** - freedom, fearless, adventuress, risktaker



**Magician** - power, magic, dream transformation

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Brand Archetypes is another way to ascribe human characteristics to a brand. This comes from Social Psychology.

**There are 12 Archetypes.**

Select from the 48 Archetype Coaching Cards, the cards that best represent the brand.

Put the cards into YES, NO or ? piles. Eventually finishing with about 10 cards in the final YES pile.

Match the ten cards to the Archetypes in the Brand Guide Booklet. You should end up with 2, 3 or 4 Archetypes. A brand isn't just one Archetype, it is a mixture of Archetypes (just like humans), 2-4 Archetypes are likely to more strongly represent your brand.

Use these Archetypes as brand associations to clearly describe your brand and to attract clients / employees who are naturally attracted to these archetypes.

Also use these cards to describe your clients.

# SUPERPOWERS



Use the Superpowers Coaching Cards to identify individual, team, or brand Superpowers



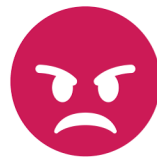
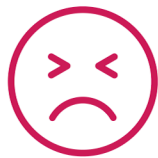
Leverage those Superpowers by building Brand Associations with your Brand Communications.



## Select 3-6 SuperPowers

People are attracted to brands that appear to have human qualities & characteristics. Personifying a brand with human characteristics, such as superpowers, helps to attract the "right" people. Protecting your brand with human characteristics makes it harder for competitors to copy. To strengthen your brand, articulate the brand's superpowers across teams & stakeholders to motivate a respectful & positive culture built on the strength of unique superpowers.

## PAIN POINTS



Research &/or step into the Brand's Target Audiences shoes for a moment & understand the pain-points they are experiencing, and are looking to address.

Find the pain-points that best describe what they are experiencing before they hear about solutions to their issues. Carefully consider each card.

Use the YES, NO, ? Decision Making Cards to assist with putting the 48 Pain-Point Coaching Cards into piles.

Eliminate the NO cards, re-consider the ? cards, and finalise the YES pile.

Assign each card in the YES pile a number from 1 to 10. 1 represents mild pain and a 10 represents severe pain. Place the cards in the order of pain severity.

Now go through and write how you address the most severe pain-points. Keep it simple. Use the words to help you communicate with your target audience.

Empathise with your target audience, let them know you understand their severe pain, and let them know your brand has solutions that will address their pains.

## BRAND VALUE

YES

?

NO

# HOW TO USE

Assess each of the 48 Brand Value cards to decide, which cards best represent the Value you already Give. Alternatively, assess the cards to determine the Value you plan to Give in the future.

Consider which of the Four Brand Value types you wish to focus on most when delivering Value to your clients. Value happens within the brand experience & from the perspective of the client. Consider how value is addressing the client's pain points at each touchpoint.

### Brand Value is a give for get ratio.

You give something & in return your customers give back time, energy, effort, emotions & money. The more you give, the higher the value is perceived.

A brand promise can be segmented into four types of brand value, and they are:

1. **utilitarian value** - practical & function benefits of brand use
2. **social value** - enhancing social status through brand use
3. **hedonic value** - emotional & sensory pleasure in brand use
4. **expressive value** - expression of individuality or beliefs through brand use



## FEELINGS

YES



## HOW TO USE

- Brand Feelings
- Customer Feelings
- Employee Feelings
- Stakeholder Feelings

Select 3-6 cards that best represent the brand feelings you'd like to have aroused when people interact with your brand.

**or**

Select 3-6 cards that best represent the brand feelings people are **ACTUALLY** feeling when they interact with your brand

**or**

Select 3-6 cards that best represent the brand feelings people feel **BEFORE** interacting with your brand & discovering your solution that might help them.

# ACTIONS

Objective:  
Improve the Brand Experience

**BOOST**



**REDUCE**



# HOW TO USE

Start your Purpose, Vision, Mission, Objectives with an ACTION word

- ✓ Use the Action Coaching Cards to find the "words" that best articulate the direction the brand is travelling.
- ✓ When facilitating ideations, managing innovation pipeline meetings or participating in brand storming during team meetings, innovations & transformation hackathons, standups or planning days; use the Action Coaching Cards to set the tone & direction of discussions, activities or when using some of the other Brand-in-a-Box Coaching Cards together with the Action Cards.

**BUILD**



# COLOURS

Strength  
Durability  
Resilience

Opulence  
Nobility  
Luxury

Elegance  
Mystery  
Power

Vitality  
Socialisation  
Energetic

Trust  
Stability  
Calmness

Refreshing  
Revitalise  
Rejuvenate

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Brand colors play a vital role in shaping how stakeholders perceive and interact with a brand.

Colors can convey a brand's message, image, personality or values. The right colors can align the brand with the desired human centric audience, personality traits and attract the appropriate people because of the meaning behind the colours

Thoughtful and strategic use of colors can help create a strong, recognisable brand identity, evoke desired emotions, and differentiate the brand in a competitive marketplace.

When stakeholders repeatedly encounter the same colors associated with a brand, they begin to associate those colors with the brand and with their skills, products or services.

Emotions linked to the brand's colors can influence stakeholder perceptions, attitudes, and decisions, creating a stronger emotional connection with the brand

Brand colours are important in building personal brands, business brands & social enterprise brands.



use the

# *Coaching Cards*

to manage the  
Brand Associations in  
the minds of stakeholders



## Brand terms

- **Brand Purpose** is your WHY
- **Brand Vision** looks 5 -50 years AHEAD
- **Brand Mission** is what you do EVERYDAY
- **Brand Visuals** are logo, shapes, icons & colours
- **Brand Values** are what you stand for
- **Brand Promise** is what you give
- **Brand Value** is the ratio of give / get
- **Brand Personification** are the human traits
- **Brand Archetypes** are social psychology traits
- **Brand Feelings** are aroused in response
- **Brand Actions** are what you or the brand does
- **Brand Growth** is an objective that is measured
- **Brand Associations** describe the brand's image
- **Brand Associations** describe a brand identity
- **Brand Image** is in the mind of stakeholders
- **Brand Identity** is in the mind of brand managers
- **Brand Alignment** is when image / identity match
- **Brand Innovation** are improvements you make
- **Brand Ideas** help you innovate, lead and grow
- **Brand Leadership** is stepping up & helping

# BRAND IN A BOX

## COACHING CARDS



Use LeadinGrowth's  
Brand-in-a-Box Coaching Cards to  
elevate your Brand to the next  
level of Growth



The brand you have



The brand you want



There are multiple ways to use Brand-in-a-Box Coaching Cards for yourself or with your clients.

Stay up-to-date with some of the ways you can use the Coaching Cards in moving a brand forward, strengthening, repositioning or refreshing a brand, helping a brand to lead & grow their business, brand, influence & impact.

Use the Coaching Cards in personal branding or in business branding



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