



# VISION

workshop



# brand discovery

**Remember: Simple is not easy,  
it represents clarity of thought.**

Every company, organization or agency—regardless of size, product, service or philosophy—communicates an image, AKA brand, to customers and potential customers (whether they want to or not). Smart companies understand the importance of developing and putting forth a cohesive brand, and they invest a lot of time and money into creating and projecting it. But it's just as important, if not more so, for smaller businesses to establish and take control of their brand.

While the process can be very labor intensive and costly, it certainly doesn't have to be. At Stan Can Design™, our experience and expertise have allowed us to simplify the discovery process into a Vision + Brand Pillars Workshop.

The purpose: to take the subjectivity of advertising and design work out of the equation so you can be true to your principles. Once the workshop is complete (which can happen in a matter of hours instead of weeks), you will have something concrete to point to so you can unequivocally answer the questions, “Does this advertising or design project align to our principles? Does it advance our brand? Is this right?”

Let's get started with defining and taking control of your brand. Remember: Simple is not easy, it represents clarity of thought.



# vision statement worksheet

Welcome to Big Brand Thinking 101. After 25 years working with hundreds of large and small businesses, Stan Can Design™ has developed this simple Vision Statement Worksheet. Once completed, this tool will help deliver the kind of clarity upon which sound business decisions can be made.

Your Vision is the ideal future result of your business. Think beyond numbers or status. What kind of impact do you wish to have on the world?

Try this formula below. Try it over and over again, refining each version until one rises to the top. Use only one Vision Statement as you move forward.

Begin with a **verb** that describes the change you want to make



add a **clause** that addresses the future impact your business will have



Your **Vision**



# Strive to make sure your brand is Authentic, Exclusive and Polarizing.

## **Examples:**

**(3M)** *To solve unsolved problems innovatively.*

3M is a science-based company. This is a super great line because it is focused and interesting without being too restrictive or limiting.

**Nike** *To bring inspiration and innovation to every athlete in the world.*

Nike's culture believes everyone is an athlete.

**Microsoft** *To enable people throughout the world to realize their full potential.*



# Write your Vision Statement

**#1**

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**#2**

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**#3**

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**#4**

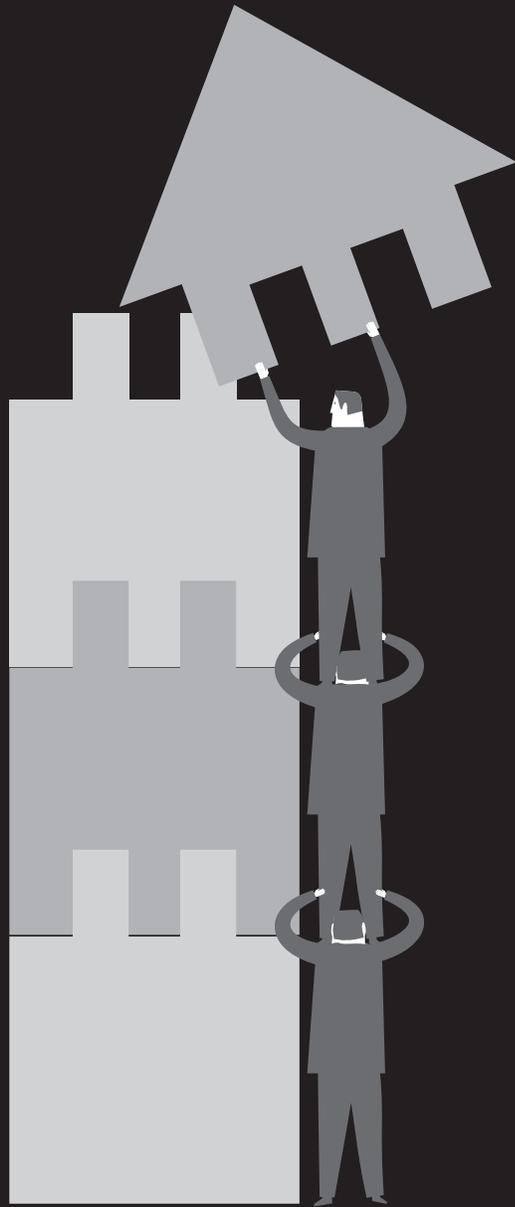
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# BRAND PILLARS



# brand pillars worksheets

Your brand rests squarely on the pillars you're about to develop. These pillars will represent your company's constitution—either as it stands now or how you aspire to be.

Establish 5-6 key principles which embody your brand. Remember that sounding good and being real are often two different things. Keep it real.

**For example, Starbucks® must be: Handcrafted, Artistic, Sophisticated, Human and Enduring.**



# example

## BRAND PILLARS : RISE ABOVE (A SPORTSWEAR BRAND)



Everything that Rise Above does must stand up to this litmus test. Is it strong, selfless, honest, intelligent, and kind?



# example

## BRAND PILLARS: SIERRA SID'S (A CASINO)

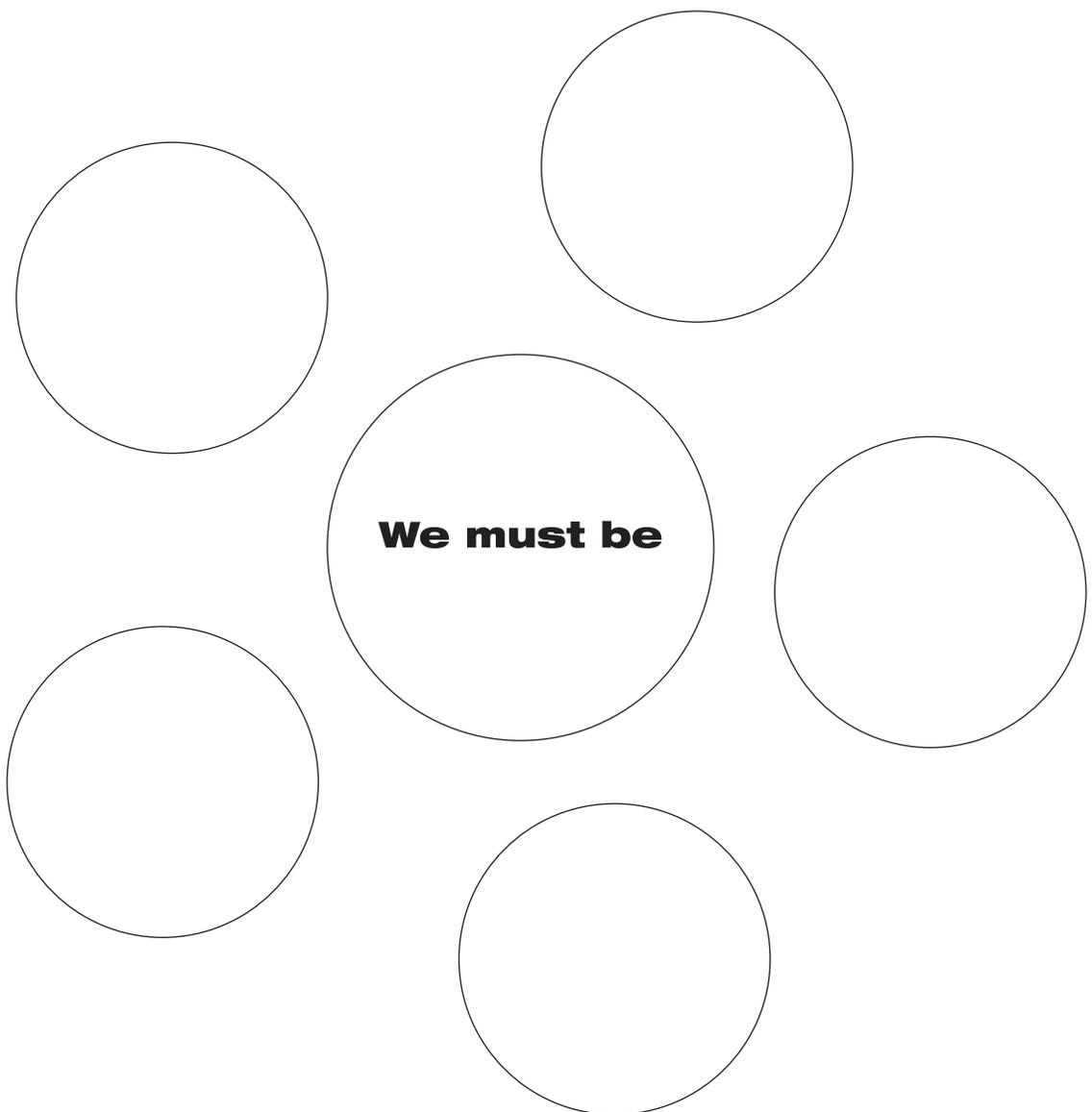


Everything that Sierra Sid's does must stand up to this litmus test. Is it genuine, original, casual, friendly and hard-working?



# what are your brand pillars?

Establish 5-6 key principles which embody your brand.





***insight*OUT**™  
brand discovery and development

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