



An accompanying worksheet designed to work with the content provided in Differentiate to Dominate.

DEVELOP YOUR BRAND PILLARS

Work on your brand's Pillars

Brand Pillars reflect your company's internal character and what you stand for. This internal identity – defined by the Pillars that your company considers integral to its existence – is the source from which all other aspects of your brand will flow.

Here are a few questions to keep in the back of your head when you're looking at potential core Pillars (it may help to think of Pillars as your company values):

- Which Pillars are so inherent in your company that if they disappeared, your company would cease to exist as it is?
- Which Pillars does your company consistently adhere to in the face of all obstacles?
- Does the word passionate come to mind when you look at a Pillar and apply it to your company?
- Which core Pillars do you live by?

The questions should give you a pretty good idea of what you're looking for when deciding which of the following core Pillars/values best represent your company.

Where to look for your brand Pillars

Look inside your business

Ask yourself who you are, how you do what you do, what you want to be and why. If your company has an operating history, what stories or culture can be identified that make for potential brand ingredients? You may already demonstrate things that could be your Brand Pillars but you don't have clarity quite yet to know where your focus should be. Get together and brainstorm some ideas – a cross-team effort produces a circular and inclusive process.

Look outside your business

Think about your customers, competitors and market. What financial, emotional, physical or spiritual benefits are provided to customers? How do your products or services satisfy their needs and desires?

How are competitors positioned? What is your company's fit that makes it unique and differentiated from other businesses? Where are your industry and market going, and how can your brand position itself to take advantage of any changes?

Look for the most important principles

Excelling in customer service may be more important to your business than Innovation. But deciding not to include Innovation doesn't mean you're not doing it, it just means it's not as critical as customer service.

What become your Pillars are the combined differentiating ingredients that take priority in your business so that your team understands and consistently delivers them.

Look for unmet or under-met needs

What's really missing for customers? What would those who are considering buying your product or service, jump up in excitement about if it was offered? For example, is there an unmet or under-met need in customer service, speed, accuracy, ease of use, cleanliness, simplicity, support, smarter technology, transparency, security, craftsmanship ...etc.

To begin to identify your Brand Pillars, remind yourself of the ones also listed in the Differentiate to Dominate. Use these lists to identify up to 8 Brand Pillars and note them down in the box below.

Accessibility	Diversity	Fanatical	Proven Impact
Adventurous	Easy	Support	Professional
Accountability	Everywhere	Genuine	Passionate
Altruistic	Energetic	Happiness	Pioneering
All-in-one	Edgy	High energy	Quality
Always there	Emotional	Holistic	Reliable
Beautiful	wellbeing	Honest	Responsive
Craftmanship	Entertaining	Leading edge	Responsibility
Customer centric	Ethical	Lowest prices	100% Secure
Creativity	Exciting	Loyalty	Sophisticated
Collaboration	Fun loving	Integrity	Spiritual
Customisation	Free of allergens	Innovation	Supportive
Convenience	Family friendly	Imaginative	Sustainability
Commitment	Frugal	Inspiring	Simplicity
Community	Friendly	Independent	Traditional
Dynamic	Fast delivery	Made in ...	Transparency
		Organic	Value

Start to narrow these lists down to up to eight potential Brand Pillars and list them here:

It's a good idea to take a break now, have a think and come back to decide which combination of three Pillars works for your business. Three Pillars are usually adequate for an SME as you don't want to make things overly complicated or overstretch resources.

When you're ready lock in three Pillars below and write down you which means (we do/are/have this... so you get that) next to each Pillar.

Pillar 1:	Which means:
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Plan 2 Brand

A comprehensive self-discovery eTool that expands on the concepts in 'Differentiate to Dominate'. Stand apart from your competitors by crafting your brand strategy roadmap – visit:

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