

Questions to Explore

For individuals, Brand "id" defines the core brand elements of promise, beliefs and story as a personal basis for the expression of who you are and a foundation for the perception you create by your actions and decisions.

Ideally suited to people who work for themselves, the Brand "id" process brings clarity and critical thinking to what you do and why you do it. These 6 questions are designed to help you begin that process.

Write down your answers to the following questions. Try not to work through them all at once but take one at a time. Give yourself some space between each one and don't compare notes as you go along. When you are done, go back over your answers and look for patterns and connections. Answer them honestly and completely and you will gain insight into your own Brand "id"

What are you passionate about?

What gets you up on a soap box, gives you a jolt of adrenalin just thinking about it or talking about it? It may not even be something you in your job, or it may only be a small part of it, but we all have passions.

What do you believe, what are your values?

Our values are the framework for how we act and make decisions. They cannot be aspirational and are enduring, holding true across time and experience. A good way to tell if your values are true is to ask if they have ever been inconvenient. *(For more information on Core values look for the "What do core values have to do with brand" article in the thinking section of the brandology web site).*

What are you "made" to do?

What fits you like a glove. Doing it feels effortless. You can just get lost and time flies. Most of us spend our time locked into doing what we are merely good at. What are you really great at?

What do you do?

What we do is rarely what we think we do. When looking at this question keep digging down below the obvious answer. Look across the range of things you have done in your career and life. Is there a connection, a pattern that isn't obvious at first?

How do you do it?

This is the question that trips up most people. It seems obvious on the surface, but quite often your how is actually the thing you first think of as "what". Don't settle keep digging?

Why do you do it?

This is one of the key questions of the Brand "id" process and framework. What motivates you and makes you who you are and is closely tied to passion. Spend as much time as you can asking this question and for every answer you find ask "why" again to go deeper.

Enjoy Exploring! For more information about Brandology please visit the web site – www.brandology.com.au or to contact us please call 0431 377508 or email michel@brandology.com.au