Brand story exercise

Think how the hero's journey that you have imagined can be brought to life in your business and your brand. It might help to think about these specific questions:

1. How might the adventure that you have imagined make your customers' experience more exciting, more enjoyable, more fulfilling. What will they experience that is unlike what your competitors provide?
2. If your brand is indeed a 'hero', what kind of things do you want your customers to say and think and feel about it?
3. How will your team members need to behave in order to live up to the 'legend' you've created?
4. How will you lead your team like a real hero? What will you do to inspire them and to relieve their fears on the journey?
5. How will you remind yourself of the quest that you're on so you can remember what it's all about when times are tough or confusing?

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