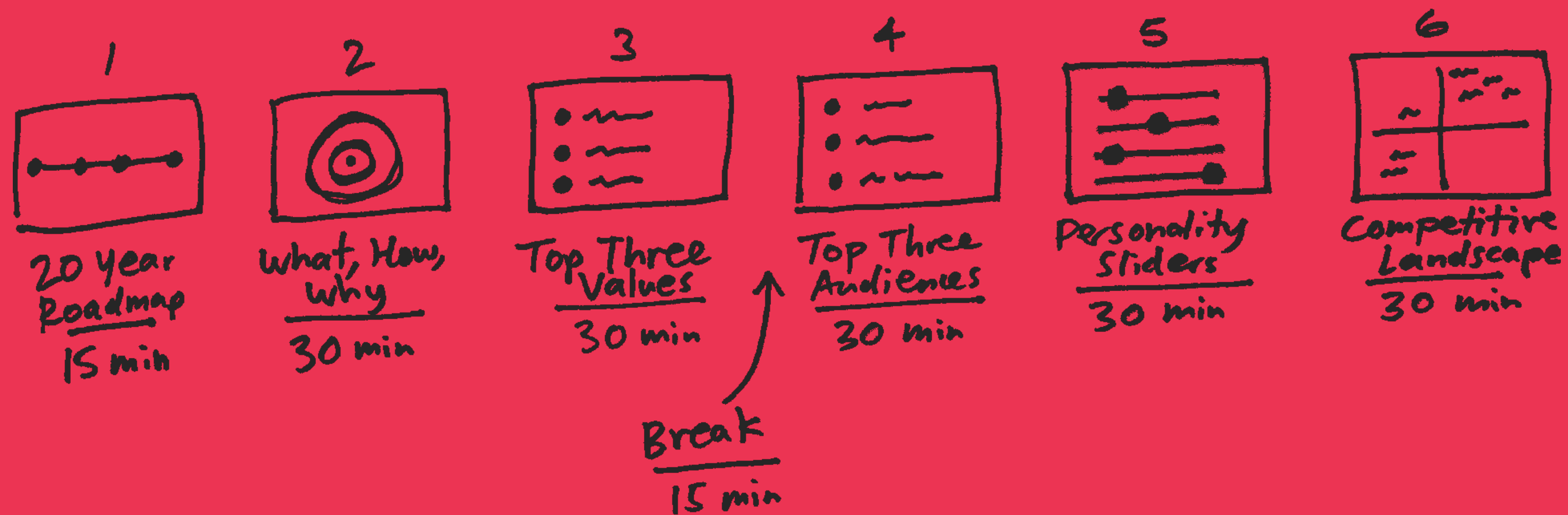


TODAY IT'S BRAND WORKSHOP DAY!

BRAND WORKSHOP.

SIMPLE RECIPE FOR GETTING
STARTED ON YOUR BRAND AND
GETTING THINGS DONE!

THE THREE- HOUR BRAND SPRINT.



1. NOTE ALONE



2. STICK EM UP



3. VOTE ALONE



Start one
night in front
of his house
and make him
curious

HMW
Tell him that
he can be joined
and again if
he joins

Werling
einweg

What
he likes
design
on that

Polenmarkt
ohne
Ecke
in Anwerke

Er darf
dann ein
Top node
kann

Es wird
dann
klar
werden

Im verpöde
dgl er war
attraktive
Wird.

Seien
sind
kann

HMW
offer him the
money A smart
made with this
design Sprint
WS

Then save
dgl er ein
bevor
das Spiel
Wird

Twitter/
Facebook
Spam

Im einen
Schwein
Fall stellen

Playboy -
Früher bei
den High
Latter

Aplos an Hm

Frauen
verpöden

Blackmail
him

HMW
Find out his
address and
write him a
request

Social
Campaigns
hey@Pierce

Ask nicely

Stalking,
Ein Wale
Verfolgen

Was ist die?
Pöden?
ITV
→ Lötter
verpöden

Verpöden
dgl es ein
das darf
lange was
werden wird

Spot
verpöden

Then wird
einen
Hortini Abo
Lochen

Wording
dgl
geben
Pöden Pöden

HMW
Find out when he
will be in town
next after him
reunion with
Daniel Craig +
Sean Connery here

HMW
Talk to his
manager

Spanning
verpöden

Journal
ITV
social
media
2.0

Stal
an
TW

Was ist
sein große
Traum? ITV?
→ Schilla

Antini
unsmat

Let him know
that he is the
only one who
can help us

Polylor
durch Berlin
reagieren

announce
collective
suicide
he doesn't

Send him
a nice
gift basket

Im selb
viel Geld
geben

Show him his
benefit of the
spirit

TAKE THE
SPRINT TO
PIERCE BRUSHAN
(AHEAD SHOW / PIERCE)

make a
look-alle
st

Kidnapping
him

4. PRIORITISE

Design
sprint
for raising
money

Get supermarket
to support - round
up each bill
& donate
money to charity

NAKED SWIM
RACE IN
THE SPREE
FOR €€€

START A
KICKSTARTER
CAMPAIGN

GET OBAMA
TO ENDORSE
CHARITY

ORGANISE
A
RACE

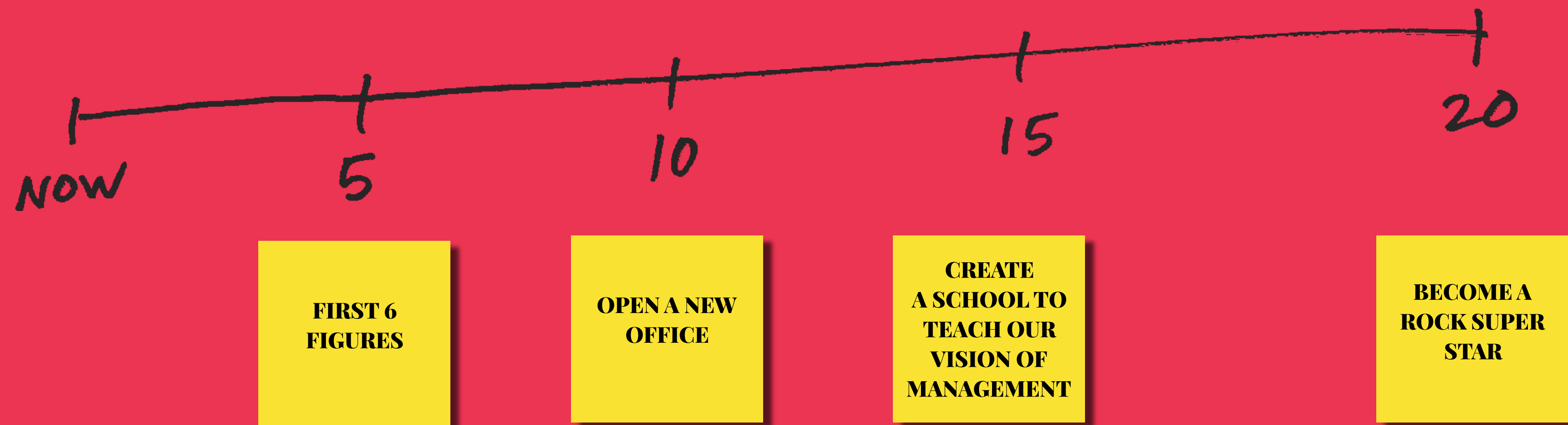
HOT AIR
BALLOON
SKY DIVING

"Sell all your
stuff" challenge
(Facebook)

20-YEAR ROADMAP



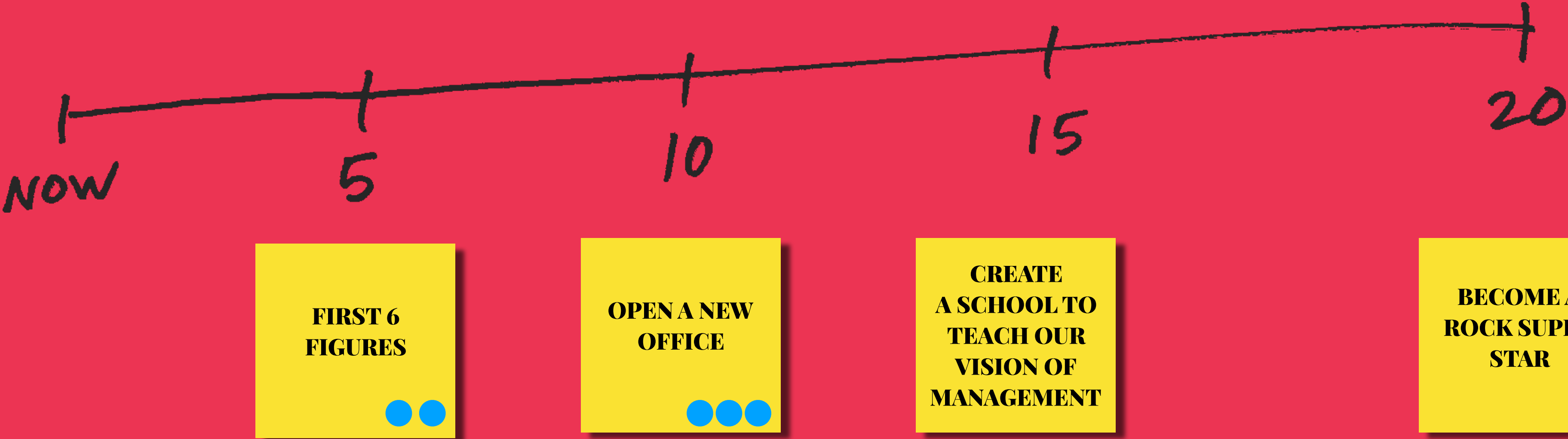
20-YEAR ROADMAP



NOTE ALONE



20-YEAR ROADMAP



VOTE ALONE

20-YEAR ROADMAP



**FIRST 6
FIGURES**

● ●

**OPEN A NEW
OFFICE**

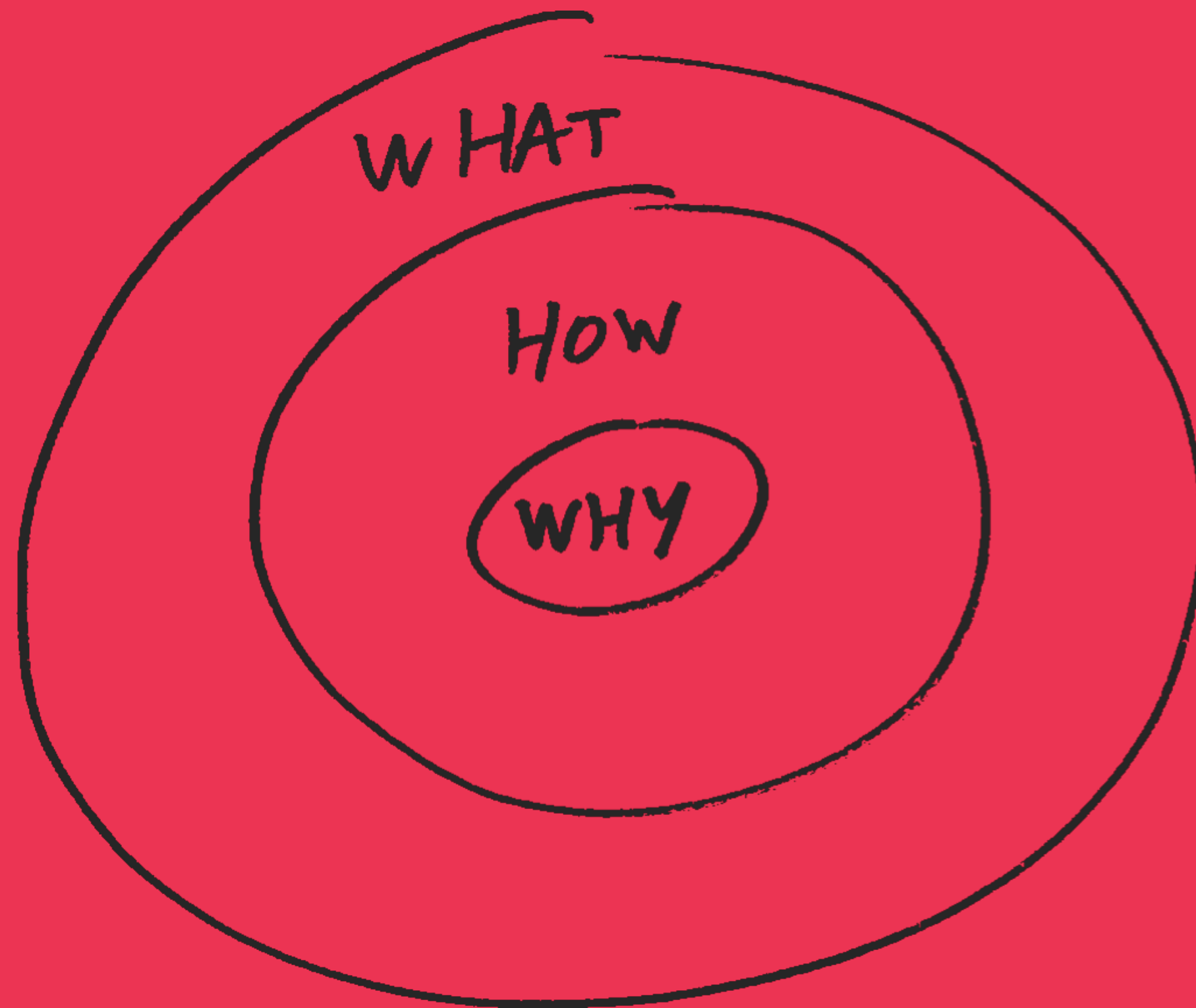
● ● ● ●

**CREATE
A SCHOOL TO
TEACH OUR
VISION OF
MANAGEMENT**

**BECOME A
ROCK SUPER
STAR**

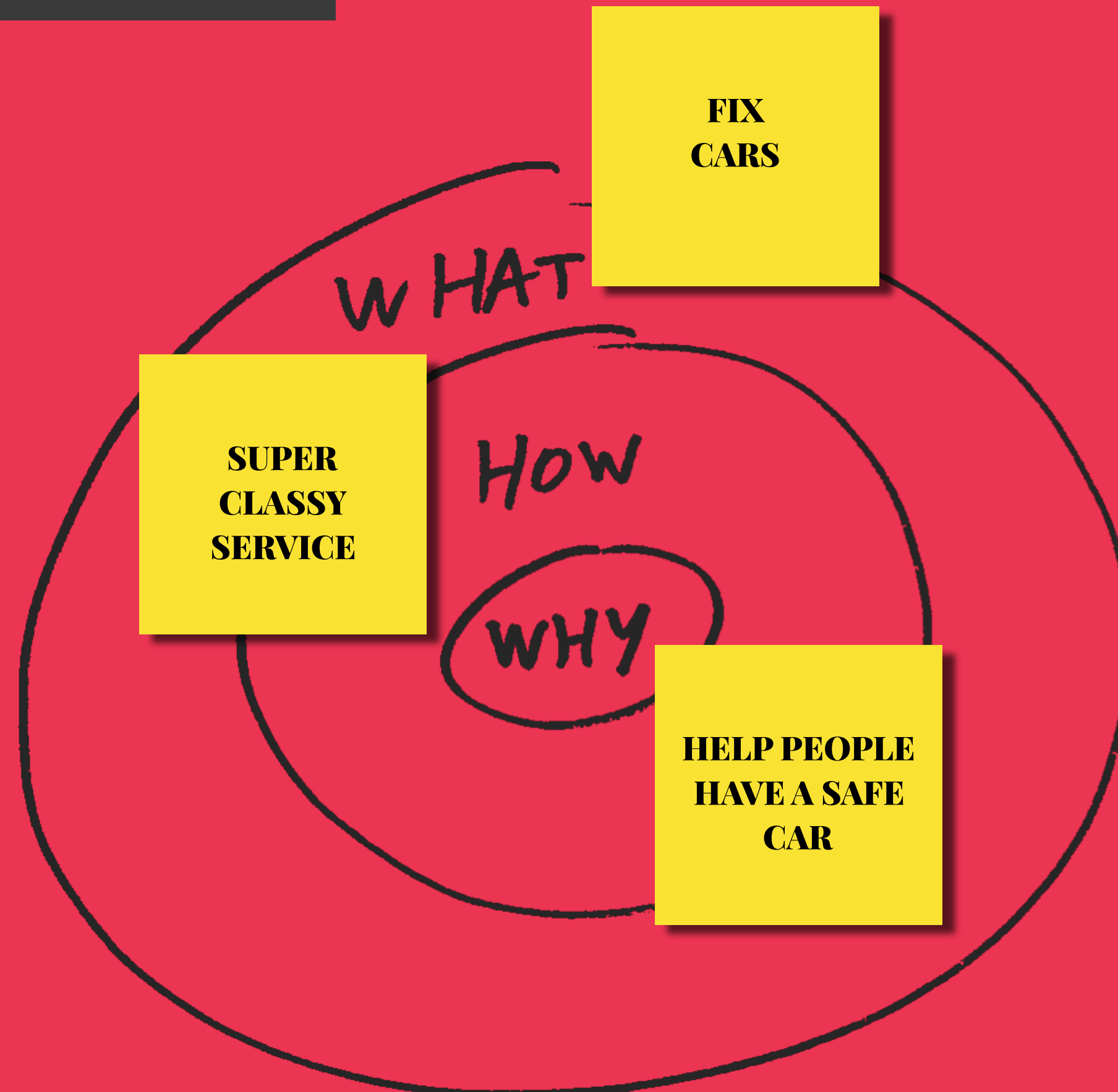
DECIDER CHOICE

START WITH WHY



SIMON
SINEK'S
"GOLDEN CIRCLE"

START WITH WHY



SIMON
SINEK'S
"GOLDEN CIRCLE"

NOTE ALONE

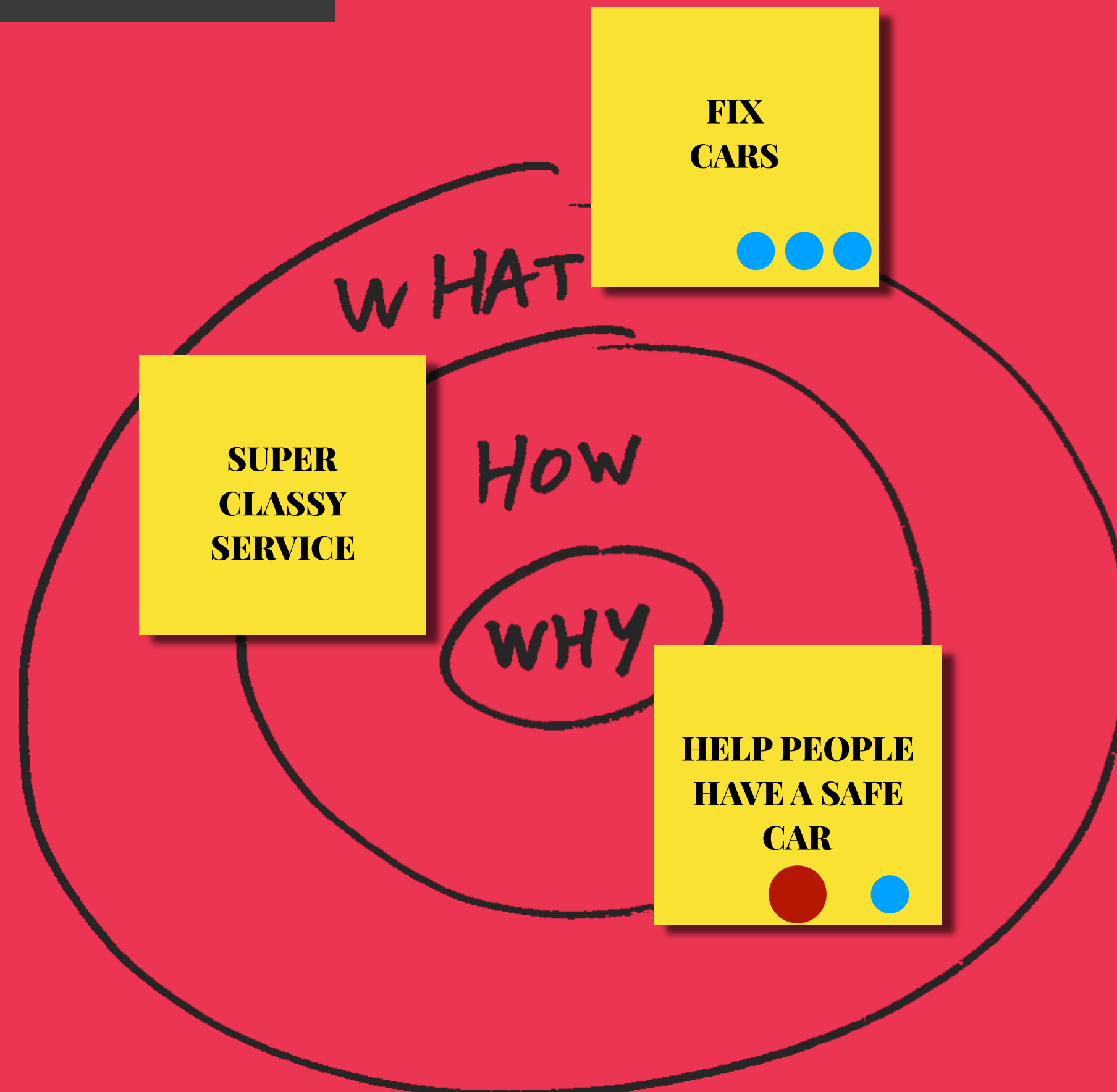
START WITH WHY



SIMON
SINEK'S
"GOLDEN CIRCLE"

VOTE ALONE

START WITH WHY



SIMON
SINEK'S
"GOLDEN CIRCLE"

DECIDER CHOICE

TOP THREE VALUES



#DATA-DRIVEN#TRUSTED

#SUSTAINABLE#LUXURY#SERVICE#RELIABLE

#HONESTY#INTEGRITY#SIMPLE

#ACCESSIBLE TO EVERYONE

TOP THREE VALUES

#DATA-DRIVEN#TRUSTED
#SUSTAINABLE#LUXURY#SERVICE#RELIABLE
#HONESTY#INTEGRITY#SIMPLE
#ACCESSIBLE TO EVERYONE

**FOR THE
PEOPLE**

**PRO &
SERIOUS**

**FOCUS ON
RESULTS**

**BIG BUT
SMALL**

NOTE ALONE



TOP THREE VALUES

#DATA-DRIVEN#TRUSTED
#SUSTAINABLE#LUXURY#SERVICE#RELIABLE
#HONESTY#INTEGRITY#SIMPLE
#ACCESSIBLE TO EVERYONE

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VOTE ALONE

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**FOR THE
PEOPLE**



**PRO &
SERIOUS**



**FOCUS ON
RESULTS**



**BIG BUT
SMALL**



DECIDER CHOICE

TOP THREE AUDIENCES



#SMALLBIZ #ARCHITECTS

#DESIGNER #ACCOUNTING #CATERER #GARDENER

#COWORKER #SENIOR

WHOSE OPINION DO YOU CARE ABOUT?

TOP THREE AUDIENCES

#SMALLBIZ #ARCHITECTS
#DESIGNER #ACCOUNTING #CATERER #GARDENER
#COWORKER #SENIOR

CAR OWNER

MECHANICS

**CAR CLEANER
CENTER**

**GROCERY
STORE
OWNER**

NOTE ALONE



STICK EM UP

TOP THREE AUDIENCES

#DATA-DRIVEN#TRUSTED
#SUSTAINABLE#LUXURY#SERVICE#RELIABLE
#HONESTY#INTEGRITY#SIMPLE
#ACCESSIBLE TO EVERYONE

CAR OWNER



MECHANICS



**CAR CLEANER
CENTER**



**GROCERY
STORE
OWNER**



VOTE ALONE

TOP THREE AUDIENCES

#DATA-DRIVEN#TRUSTED
#SUSTAINABLE#LUXURY#SERVICE#RELIABLE
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#ACCESSIBLE TO EVERYONE

CAR OWNER

MECHANICS

CAR CLEANER
CENTER

GROCERY
STORE
OWNER

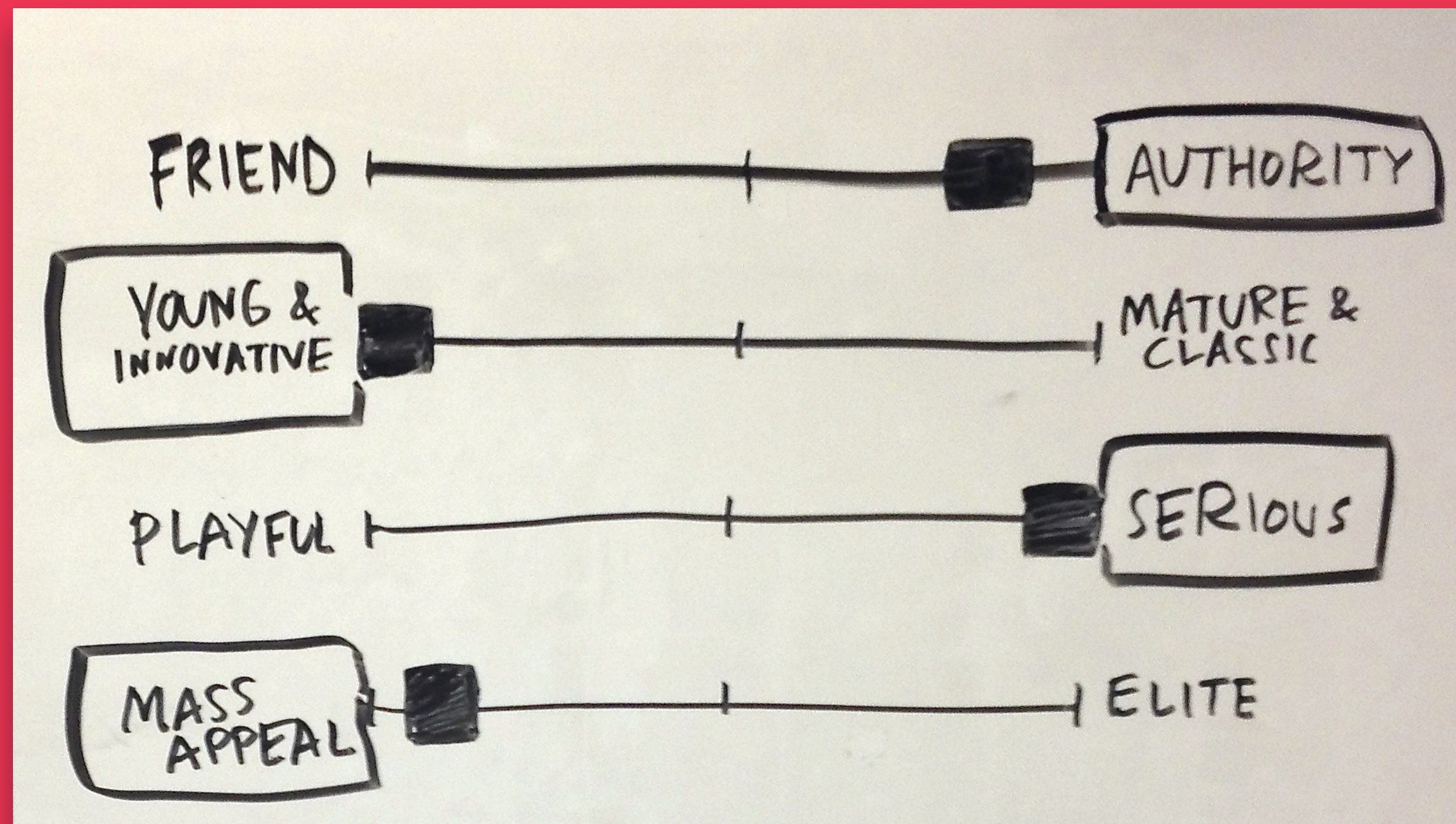
DECIDER CHOICE

PERSONALITY SLIDERS



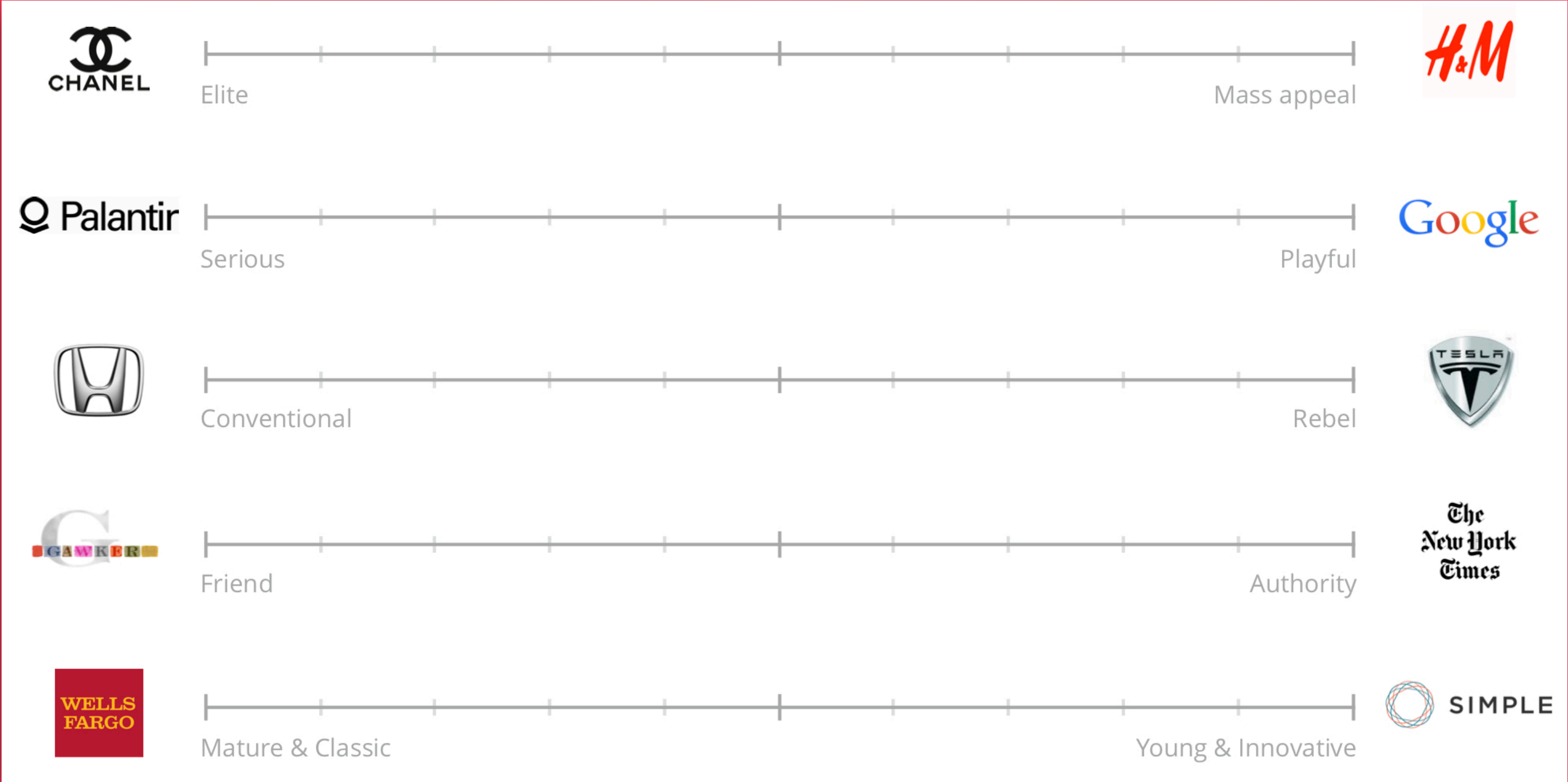
- “FRIEND” TO “AUTHORITY”
- “YOUNG & INNOVATIVE” TO “MATURE & CLASSIC”
- “PLAYFUL” TO “SERIOUS”
- “MASS APPEAL” TO “ELITE”

PERSONALITY SLIDERS



NOTE ALONE

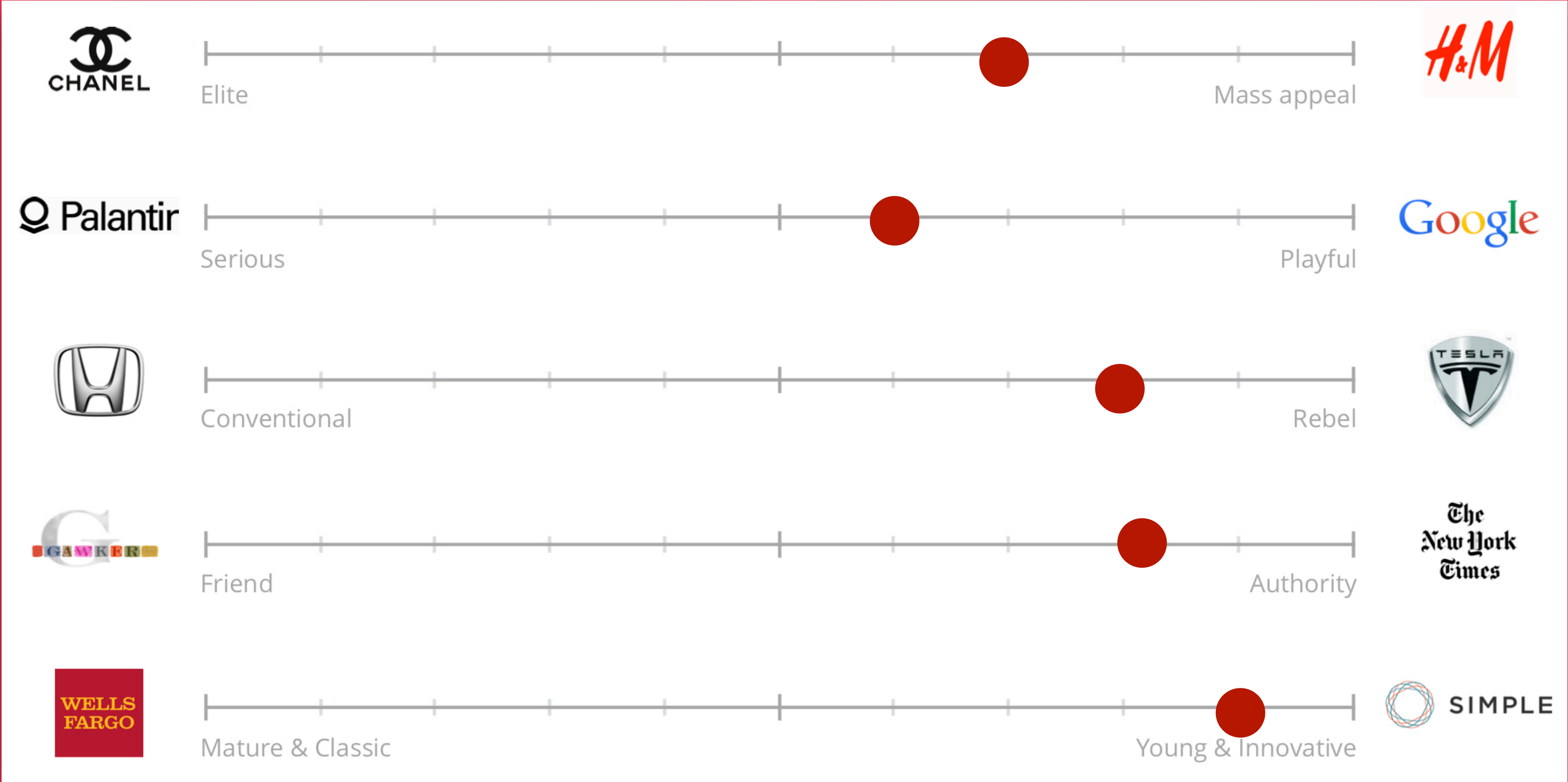
PERSONALITY SLIDERS



NOTE ALONE

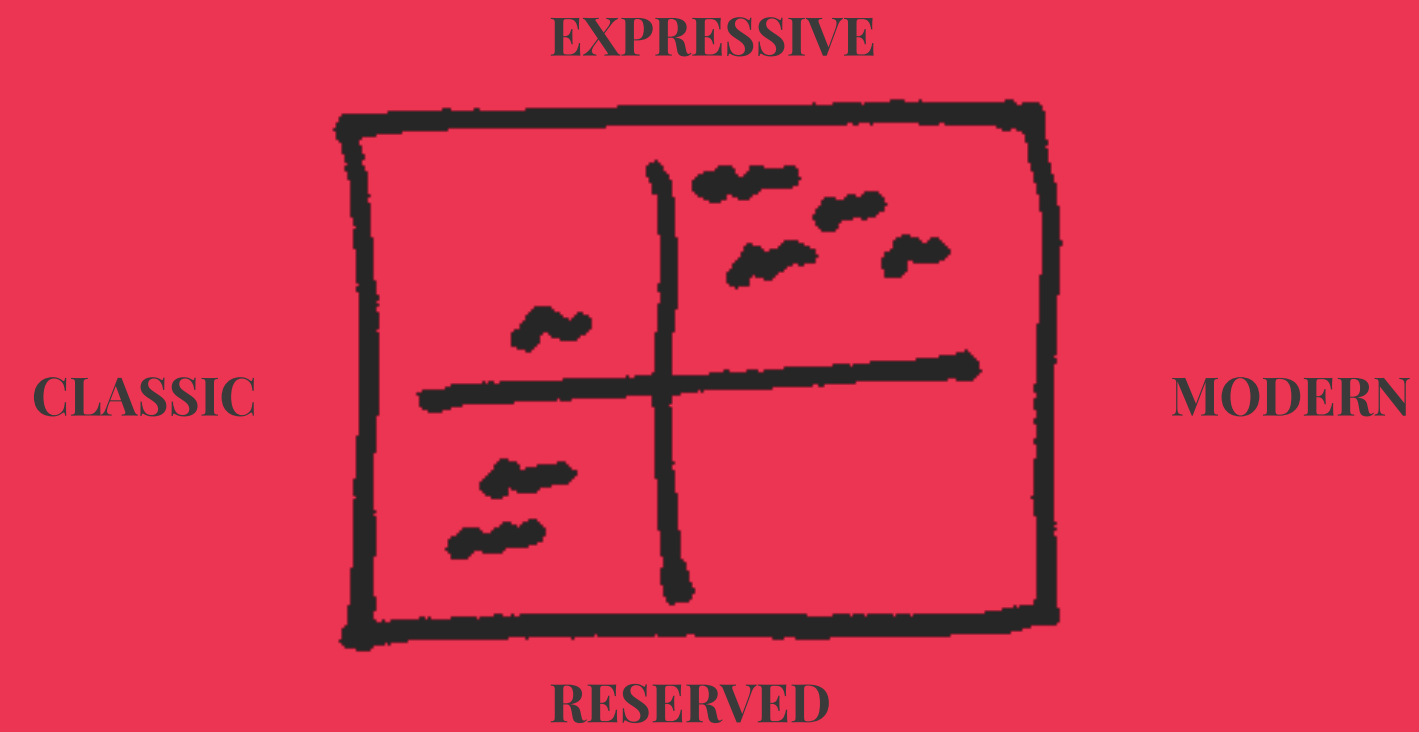


PERSONALITY SLIDERS



DECIDER CHOICE

COMPETITIVE LANDSCAPE



A. “CLASSIC” TO “MODERN” ON THE X-AXIS

B. “EXPRESSIVE” TO “RESERVED” ON THE Y-AXIS

COMPETITIVE LANDSCAPE



WRITES DOWN A LIST OF OTHER COMPANIES IN
THE SAME SPACE OR INDUSTRY.

NOTE ALONE

EXPRESSIVE

LAMBO

MINI

iRHYTHM

VW

CLASSIC

BOSTON
SCIENTIFIC

ST. JUDE

PHILLIPS

MEDTRONIC

GE

PHYSIO
CONTROL

ZOLL

HONDA

RESERVED

FITBIT
JAWBONE

NIKE +

MODERN



STICK EM UP ONE AT A TIME

EXPRESSIVE

LAMBO

MINI

iRHYTHM

VW

CLASSIC

BOSTON
SCIENTIFIC

ST. JUDE

PHILLIPS

MEDTRONIC

GE

PHYSIO
CONTROL

ZOLL

HONDA

RESERVED

FITBIT
JAWBONE

NIKE +

MODERN



MOVE SOME NOTES ?

THE THREE- HOUR BRAND SPRINT.

THE THREE- HOUR BRAND SPRINT.

IT WAS...

NEXT STEP:

EXECUTE OR RUN A SMALL
OR FULL DESIGN SPRINT.