

Brands today are more than just what you say — they're what you make and do. This workbook will help you get started with simple exercises and tools you can use to build your company's total brand approach.

How to use this workbook

Complete the following exercises in teams of two to three (or individually), then share your responses with your larger team, summarizing your favorite ideas on the brand sheet.



Let's start with human benefits

Think about what your company offers. Not just the product, but the broader emotional and physical benefits or experiences you deliver to the world. Go back to the human needs you satisfy or the problems you solve and list the three most compelling, important or relevant ones.



Now reimagine the business or category you're in

Based on your list of emotional benefits, redefine the business or category you're in. Reimagining what you offer or what category you compete in can turn your brand into a catalyst for innovation.

Think of Airbnb, for example. Changing the way they think about their business from hospitality to helping people belong everywhere gave them a much more engaging way to communicate with their consumers and helped them expand their offering from space rentals to experiences, homes and trips.

How can your brand help you change the way you think about your offering or category? How can you expand your potential and shift your innovation focus? Think about the business you're in today and then put your brand lens on it.

Today you're in the business of:

Tomorrow you want to be in the business of:



Unlock your brand potential. Build a make, do, say plan.

Based on the new description of your business or category, how would you behave differently? What products or services would you offer? How would you communicate with your consumers? List the most inspiring ideas in a make, do, say construct to unlock your brand potential.

Make

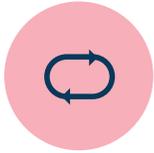
Create a list of the kinds of products or services you would offer to people and their impact on the world.

Do

Think about the behaviors you would live by, the experiences you would create and the actions you would take that capture the soul of the brand. This can be both within your company or in the outside world with consumers.

Say

What's your brand voice? What types of messages do you want to put out into culture that support what you make and do?



Finally, change the way you make your coffee

The best way to start building your brand is to live it. So, start with the small things that you can today. Change the way you make your coffee. The description of your company on your Instagram feed. The way you sign your emails. The way you interview future employees or the way you start meetings.

Bringing your brand to life through little things can help you start building a culture and a reputation. Remember, your brand is the sum of every interaction people have with your company.

So, list three things you can do today to bring your brand to life:

Now go into a room, collect your team's ideas and fill out the following make, do, say brand sheet. Print it out and put it in a place where you can see it every day. Keep feeding it and use it as a canvas for new product ideas and innovations.

#MakeDoSay

Make, Do, Say Brand Sheet

Brand:

We help people to:

(Insert human benefits here)

We're in the business of:

(Insert your new business or category description here)

And when we make, do and say, we do it like this:

Make	Do	Say