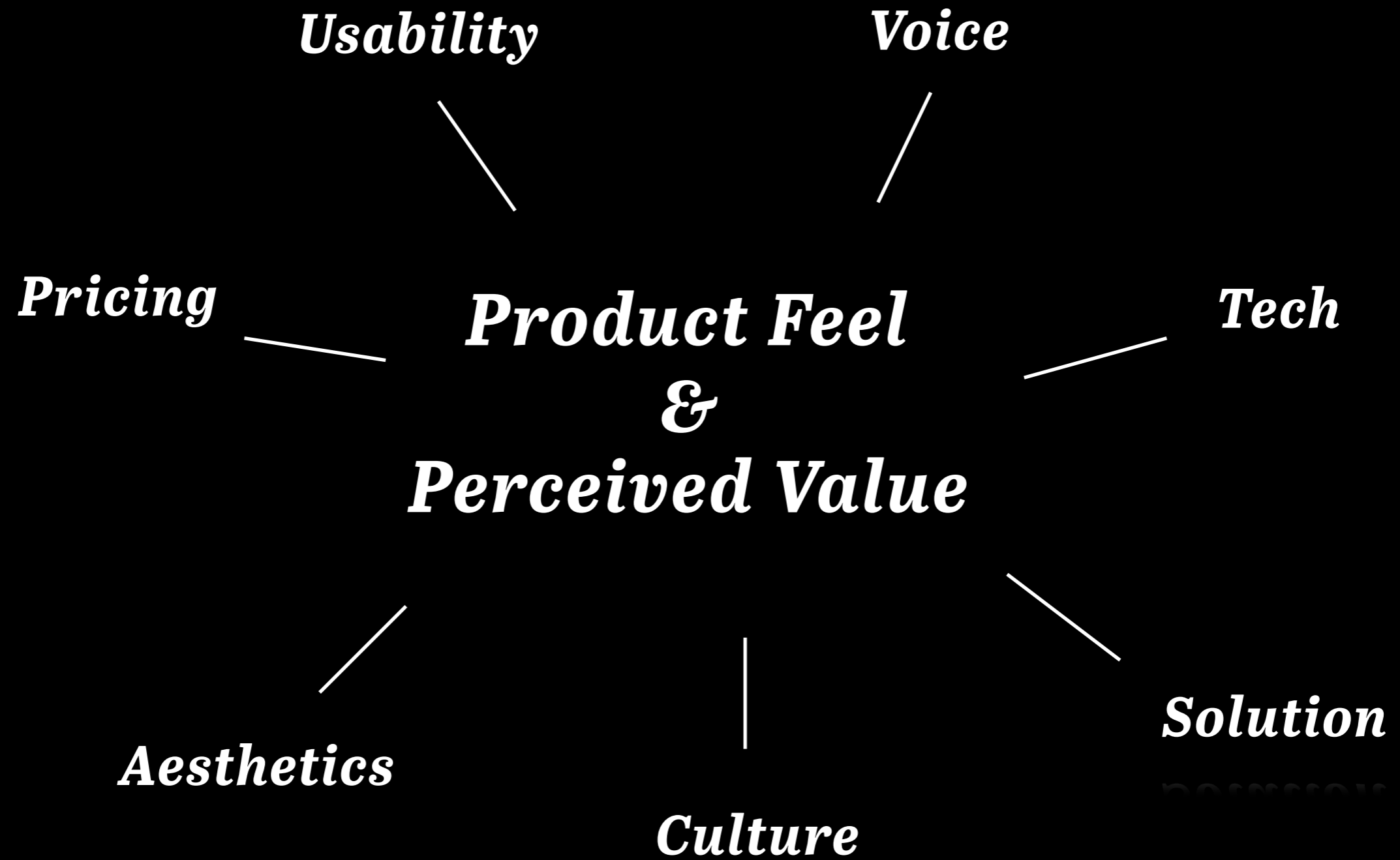


*Brand is
more
than
visual*

Governing values in Products



Shannon Ray



Investors

Bugs

Edge Cases

Time to Market

Office Drama

Reality

Legal

Competitors

Spring Break

Clients

(& their fickle ways)

The nature of Agile...

***“When your values are clear to you,
making decisions becomes easier.”***

Roy E. Disney

Product Values: Where can they start?

Company Mission

Leadership

Team Influencers

You

*Brand
Discovery
Exercises*

Organization _____

Objective _____

Keywords _____

Comparisons: "This over that"

_____ **over** _____ = _____

_____ **over** _____ = _____

_____ **over** _____ = _____

_____ **over** _____ = _____

_____ **over** _____ = _____

Target Audience

A concise summary of the target demographic of the customer group you are attempting to appeal to and attract.

Reason to Believe

The most compelling evidence that your brand delivers on its promise.

Market Definition

What market is your brand competing in and in what context does your brand have relevance to your customers?

Brand Impact

As a result of your brand promise being fulfilled, what impact do you make?

Brand Promise

How can your target audience benefit from your brand? Is it measurable?

Key values necessary to achieve your objective.

Thanks and good luck!

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