

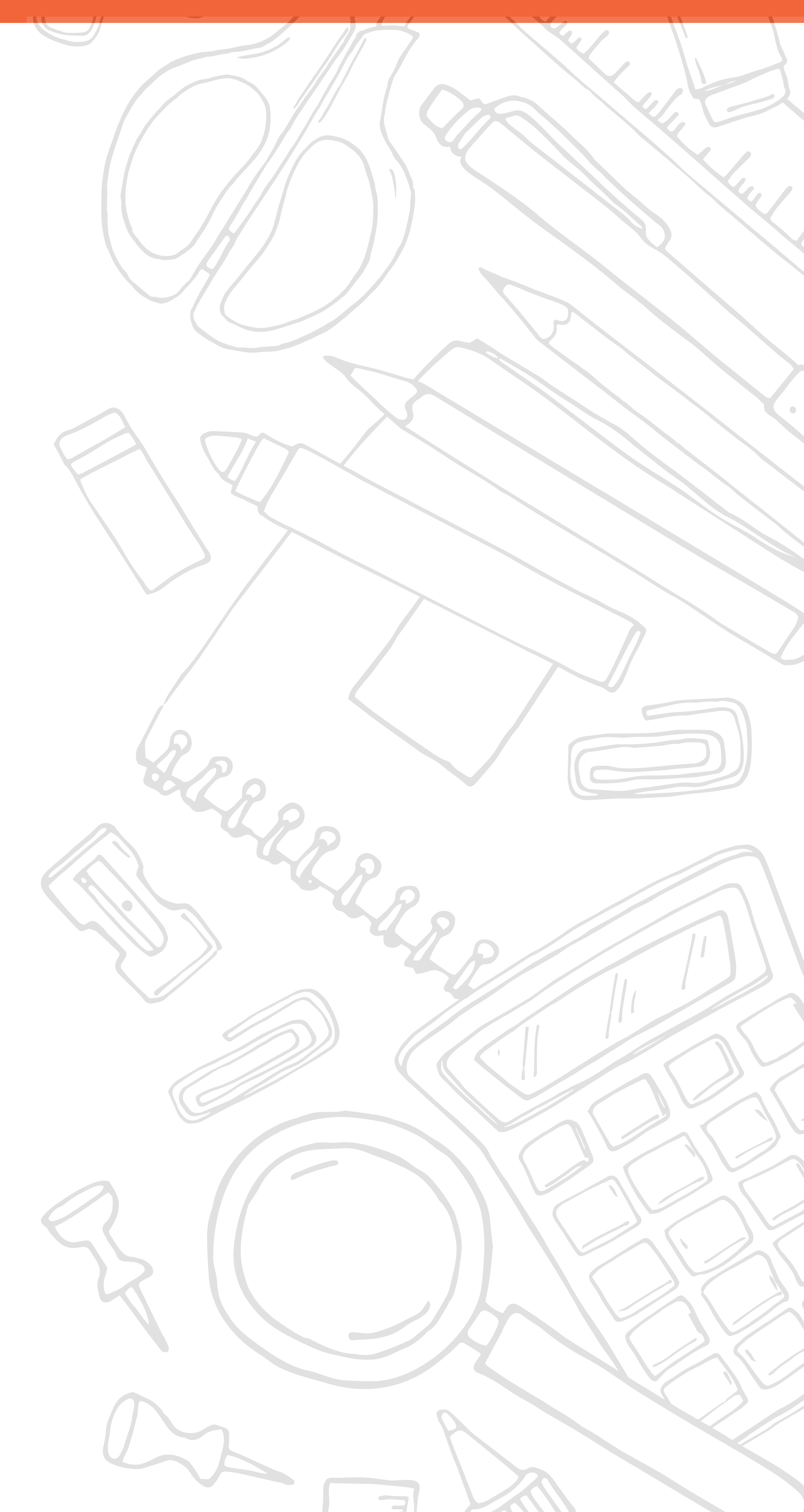
Brand Roles

Think about your Shared Purpose, DNA and especially your Contribution to the Potluck for Purpose. What kinds of roles go with this contribution?

If you bring expertise, are you a Scientist, Engineer or Teacher? If you are someone that connects people together, are you a Broker, Matchmaker or Party Host? Don't be afraid to be metaphorical rather than literal.

As you identify these roles, be sure to think about the roles of the customer or other stakeholders that go along with it. You are looking to create reciprocal roles. So if you are a Teacher, that means the other role might be a Student. Coach naturally goes with Athlete. Conductor goes with Musician.

Use the following worksheet to capture ideas for your Brand Roles.



Brand Roles

WE ARE THE _____ TO _____
role *role*

*Example: We are the **coach** to **athletes**.*

_____ <i>role</i>	TO	_____ <i>role</i>
_____ <i>role</i>	TO	_____ <i>role</i>
_____ <i>role</i>	TO	_____ <i>role</i>