

δ

# Welcome to the Brand Core Workbook

Use this simple guide to identify your Brand Core (aka purpose, vision, mission, and values)—and share it with the world.

---

## Contents

The Golden Circle - Why, How, What	02
Purpose Worksheet	04
Vision Worksheet	05
Values Worksheet	06
Mission Worksheet	07

# STUDIO δSTENDO

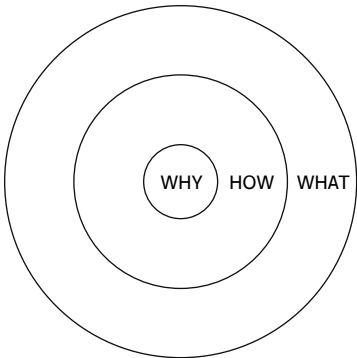
---

Kaleb Dean

Studio Ostendo, Co.  
kaleb@studioostendo.com

Golden Circle

Golden Circle is an alternative perspective to existing assumptions about why some leaders and organizations have achieved such a disproportionate degree of influence. It is the proof that leaders are able to inspire action instead of manipulating people to act.



Great branding comes from the core. So dig down and think about what drives "Why" you're doing what you are.

It might be easier to start on the outside with "What" you do as a company and work your way to "Why". Ultimately, you want to build your brand and messaging around "Why".

Example: Asana

Why	How	What
We want to see humanity thrive.	We enable the world's teams to work together effortlessly.	We develop world-class project management software.

Asana's Mission:

To help humanity thrive by enabling the world's teams to work together effortlessly.

Asana's Purpose:

We are purpose-driven people, dedicated to serving something beyond ourselves.

Why, How, What  
Worksheet

Use this sheet to drill down and distill your core beliefs. Start with "What" you do, work through "How" you do it, and refine "Why" you do that in the way you do.

What do you do?  
What is the end result?  
What do you actually produce?

How do you do that?  
How do you do it practically?  
What systems, tools, and  
practices do you use?

Then, How do you do that via  
mechanism, philosophy, belief,  
strategy, or expertise? How  
does that impact customers?

Why do you do it that  
way? What compels you  
to do that?

Why do you believe that?  
Why will doing it that  
way change the world?

Why is that important  
to you? Why is that  
important to others?

Next Steps

Next, use what you worked on above to inform the next few pages.

# Purpose

Why do we exist?

Write down, sketch, brainstorm, and think through your purpose. Finish with one succinct purpose statement.

## Examples

### Studio Ostendo

To visually organize the world in order to cultivate better culture, relationships, and creation.

### IKEA

To create a better everyday life for the many people.

### Special Olympics

To transform communities by inspiring people throughout the world to open their minds, accept, and include people with intellectual disabilities and thereby anyone who is perceived as different.

### San Diego Zoo

To become a world leader at connecting people to wildlife and conservation.

### Life is Good

To spread the power of optimism.

### Charles Schwab.

Helping investors help themselves.

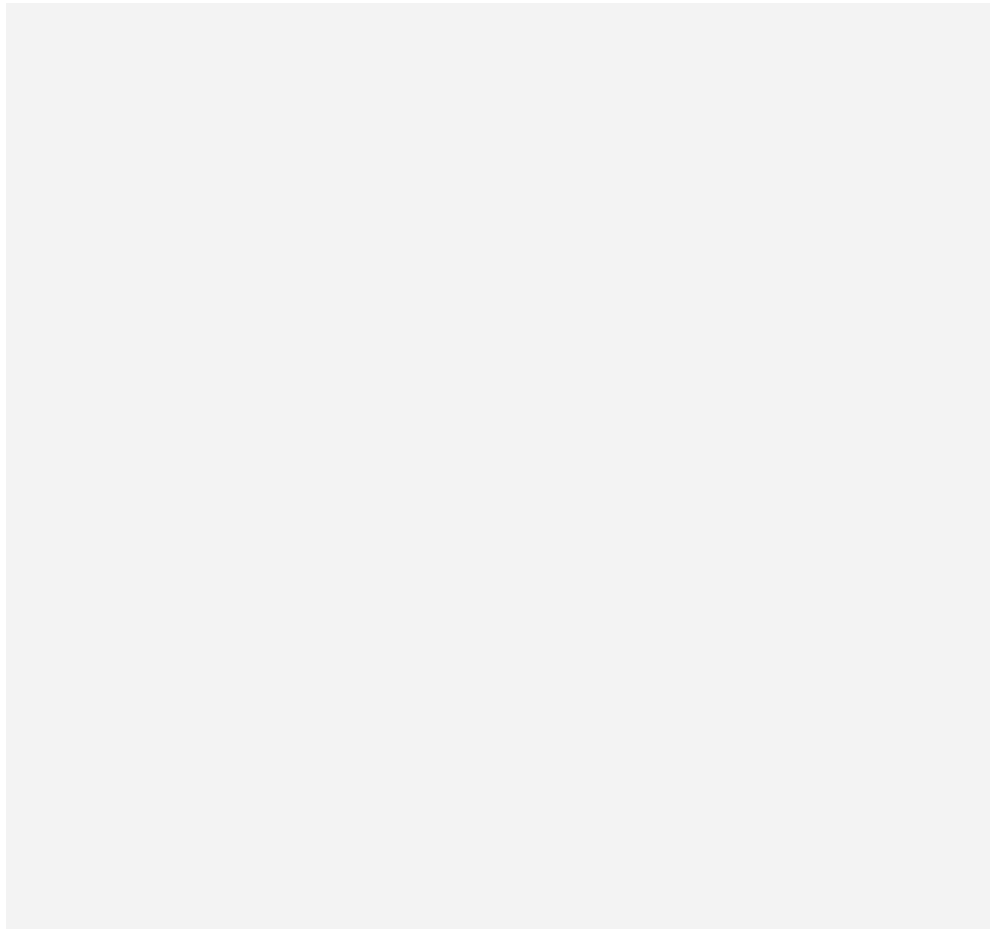
### Casper

We believe sleep is the superpower that charges everything people do.

# Vision

What future do we want to help create? What does the future look like?

Write down, sketch, brainstorm, and think through your ideal future. Finish with one succinct vision statement.



## Examples

### Studio Ostendo

To create a clear, communicative, and aesthetic world.

### Casper

We're here to awaken the potential of a well-rested world.

### Uber

Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher income for drivers.

### Caterpillar

Our vision is a world in which all people's basic needs—such as shelter, clean water, sanitation, food, and reliable power—are fulfilled in an environmentally sustainable way and a company that improves the quality of the environment and the communities where we live and work.

### Oxfam

A world without poverty.

### Alzheimer's Association

A world without Alzheimer's disease.

# Values

How will we conduct ourselves in support and pursuit of our mission, vision, and purpose?

You can add as many as you like, but 3–5 is a healthy start.

Each Value may be a succinct statement with a description of how that is carried out. See the first point of each example.

## Examples

### Studio Ostendo

1. Have More Fun Than Anyone Else.  
That is, enjoy the work, or create work that you enjoy. The same sentiment is competitive, like sport, which is core to who we are at Studio Ostendo.
2. Creat Work You Are Proud Of, No Matter What.
3. Seek First to Understand, then to be Understood.

### Whole Foods

1. We Satisfy and Delight Our Customers.  
Our customers are the liveblood of our business and our most important stakeholder. We strive to meet or exceed their expectations on ever shopping experience.
2. We Promote Team Member Growth and Happiness
3. We Care About Our Communities And the Environment
4. We practice Win-Win Partnerships with Our Suppliers

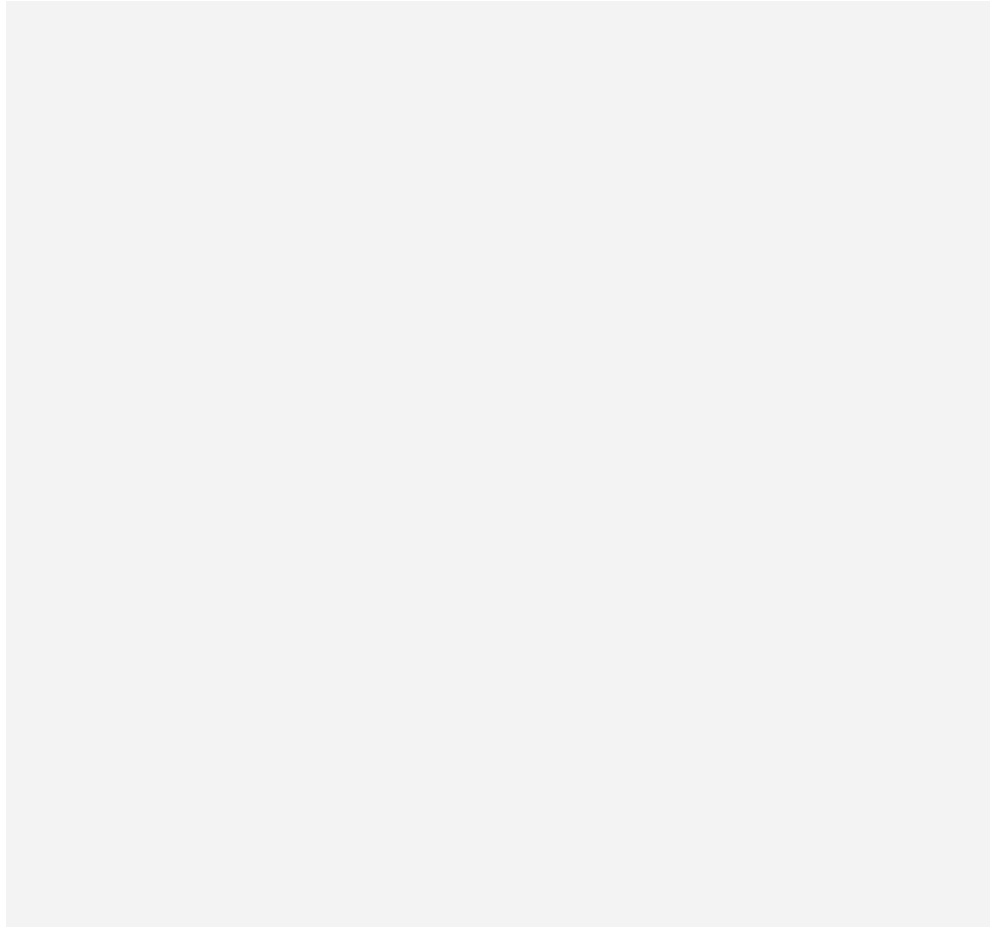
### Patagonia

1. Use Business to Protect Nature  
The challenges we face as a society require leadership. Once we identify a problem, we act. We embrace risk and act to protect and restore the stability, integrity, and beauty of the web of life.
2. Build the Best Product
3. Cause No Unnecessary Harm
4. Not Bound by Convention

# Mission

What are we here to do? How can we create that future?

Write down, sketch, brainstorm, and think through what your mission is. Finish with one succinct mission statement.



## Examples

### Studio Ostendo

To bring 1000 ideas to life that bring people together and elevate the human experience.

### Casper

We're setting a new standard in sleep innovation.

### JetBlue

To inspire humanity—both in the air and on the ground. We are committed to giving back in meaningful ways in the communities we serve and to inspire others to do the same.

### Dropbox

We're here to unleash the world's creative energy behind designing a more enlightened way of working.

### Yeti

Build the cooler you'd use every day if it existed.

### Ra Yoga

Create connection, opportunity, love and space for the human condition.