

Brand Fundamentals Examples

Significance: What change/impact do you want to make on the world?

Mission: How are you going to achieve your Significance?



SIGNIFICANCE

To end misogyny and re-write archaic gender roles.

MISSION

Bumble is a platform and community that creates empowering connections in love, life, and work.



SIGNIFICANCE

To provide access to the world's information in one click.

MISSION

To organize the world's information and make it universally accessible and useful.

Values: What principles matter most to your company?



- **Champion the Mission.** We're united in partnership with our community to create connection, which enables belonging.
- **Be a Host.** We're caring, open, and encouraging to everyone we work with.
- **Embrace the Adventure.** We're driven by open curiosity, hopeful resilience, and the belief that every person can grow.
- **Be a Cereal Entrepreneur.** We're determined and creative in transforming our bold ambitions into reality.

TruSPEX: What do you uniquely believe to be true and necessary for the work you do to be successful for the people you serve?



We believe people must align the work they do to their personal definition of success to live the lives they want.

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Core Behaviors: How do you expect your team to behave?



- Choose Owner's Mindset
- Get Comfortable Being Uncomfortable
- Assume Positive Intent
- Leave Your Ego & Negativity at the Door
- Say "Yes, And"
- Adore Problem Solving
- Have Your Team's Back
- Be Vulnerable First & Often
- Fall in Love with Selling

Positioning Statement: What do you do, for who, and what impact do you create?



We help <who> do <what> so they can <have this outcome/vision>.

RAYNE IX EXAMPLE:

We help <women> <be great CEOs and leverage entrepreneurship> to <build the lives they want>.

Elevator Pitch: Who are you? Who do you serve? Why do you exist? What makes you unique? What impact do you create?



Hi, I'm <Name>, Founder of/and I run <Company>. We're a <Type of Company> and we <Positioning Statement> because <Company Significance>. We know <Current State/Statistic> and we can change that by <Company Mission Statement>.

Hi, I'm <Name>, Founder of/and I run <Company>. We're a <Type of Company> and we <Positioning Statement> because we believe when <Company Significance><Your Desired Outcome>.

RAYNE IX EXAMPLE:

Hi, I'm <Kiley>, Founder of <RAYNE IX>. We're an <executive leadership consultancy> and we <help women be great CEOs and leverage entrepreneurship to build the lives they want> because we believe <when women have autonomy over all aspects of their lives><the world is a better place>.

MAKE BUSINESS PERSONAL

My Company Brand Fundamentals

Significance

Mission

Values

TruSPEX

MAKE BUSINESS PERSONAL

My Company Brand Fundamentals

Core Behaviors

Positioning Statement

Elevator Pitch