

mindfield
DESIGN



creating brands that reveal their true heart *
SINCE 2007

REPOSITION YOUR BUSINESS FOR

growth

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SURVIVE | REFOCUS | PLAN

WEBINAR BY MINDFIELD DESIGN

DETERMINE YOUR BUSINESS'S CORE VALUES

Let's put vocabulary to your vision.

From the list below, choose and write down every core value that resonates with you. Do not overthink your selections. As you read through the list, simply write down the words that feel like a core value to you business. If you think of a value it possesses that is not on the list, also write it down.

abundance	balance	connection	diligence	expertise
acceptance	beauty	consciousness	diplomacy	expressiveness
accomplishment	being the best	consistency	discipline	extroversion
accuracy	belonging	contentment	discovery	fairness
achievement	boldness	contribution	diversity	faith
acknowledgment	bravery	control	drive	fame
activeness	brilliance	coolness	duty	family
adaptability	calmness	cooperation	education	fearlessness
adventure	challenge	correctness	effectiveness	fidelity
affection	charity	courage	efficiency	financial independence
affluence	charm	creativity	elegance	fitness
agility	clarity	credibility	empathy	flexibility
altruism	cleanliness	curiosity	endurance	focus
ambition	comfort	daring	energy	freedom
appreciation	commitment	decisiveness	enjoyment	friendliness
assertiveness	compassion	dependability	enthusiasm	frugality
attractiveness	completion	determination	excellence	fun
availability	composure	devotion	excitement	generosity
awareness	concentration	dignity	experience	giving

MORE WORDS:

grace	knowledge	polish	selflessness	truth
gratitude	leadership	popularity	self-reliance	understanding
growth	learning	power	serenity	uniqueness
happiness	liberty	practicality	service	variety
harmony	logic	pragmatism	significance	victory
health	love	precision	silence	virtue
helpfulness	loyalty	preparedness	simplicity	vision
heroism	mastery	privacy	sincerity	warmth
honesty	mindfulness	professionalism	skillfulness	wisdom
humility	motivation	prosperity	solitude	
humor	neatness	realism	spirituality	
hygiene	obedience	reason	spontaneity	
imagination	open-mindedness	recognition	stability	
independence	optimism	recreation	strength	
insightfulness	organization	relaxation	success	
inspiration	originality	reliability	support	
integrity	passion	resilience	sympathy	
intelligence	peace	resourcefulness	synergy	
intimacy	perfection	respect	teamwork	
introversion	perseverance	restraint	temperance	
intuition	philanthropy	sacrifice	traditionalism	
joy	playfulness	satisfaction	timeliness	
justice	pleasantness	security	tranquility	
kindness	pleasure	self-control	trustworthiness	

NEXT, GROUP ALL SIMILAR VALUES FROM THE LIST OF VALUES YOU JUST CREATED

Group them in a way that makes sense to you, personally. Create a maximum of five groupings. If you have more than five groupings, drop the least important grouping(s). See the example below.

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THIRD, CHOOSE ONE WORD WITHIN EACH GROUPING THAT REPRESENTS THE LABEL FOR THE ENTIRE GROUP.

Again, do not over-think your labels – there are no right or wrong answers. You are defining the answer that is right for you. Put them into order of importance.

1	2	3	4	5

LET'S START BY ASKING BASIC QUESTIONS TO WARM UP.

Business name

Three words that describe your Passion

Three words that describe your Values

Three words that describe your Business

Your elevator pitch (you've got 30 seconds. what? and why you?)

Describe your business and what you do in a summary paragraph

VISION CASTING

Let's remove the limitations:

Take 1 minute to get a picture in your head of what you will do with your business if you had all the money and resources and connections that you would ever need at your fingertips.

After 1 minute. Now I want you to take even more of the constraints off this vision. There is no limit to the time or money that you have to build this. No regulatory constraints, red tape or even governmental laws that is standing in your way. No borders or limits. No financial constraints. It has all been resolved, and you are free to action anything in any way that you want. Now write down what you see in your head below.

Is there any other projects that you think also needs to be done? Also remove the limitations off them in the same way.

Write down what problem you think each project you have just thought of is solving for who.

WRITE YOUR EULOGY:

What do you want people to say about you and the business you've built up when you are gone?
This will make you think of the things that will make a lasting impact.

Personal / Relationships:

Business:

What difference did it make in your clients' lives.

What difference did your business make in the lives of others / your staff / suppliers or the planet.

“People don’t buy what you do,
they buy why you do it.”

SIMON SINEK

YOUR BUSINESS PURPOSE

Answer the questions below to help you create a brand purpose statement.

What part of your business energizes you?
What do you most enjoy selling/doing in your business?

What is the greatest value you can share with your audience?

What problem do you want to solve?

How will you solve this problem?

Write down your purpose statement.

Some great examples of brand purpose statements:

AIRBNB

To empower creative exploration and open new experiences.

GOOGLE

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

NIKE

To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

STARBUCKS

to inspire and nurture the human spirit — one person, one cup and one neighborhood at a time.

One Page Business GROWTH ACTION PLAN

PURPOSE - LONG TERM

1 YEAR GOALS

WHAT MUST I DO IN NEXT 3 MONTHS TO REACH 1 YEAR GOALS

	Finance Goals	Projects	Resources/Staff	Systems
Next 5-10 Years (End Goal)				
1 Year (Activities)				
90 Days (Actions)	Start	Start	Start	Start
	Stop	Stop	Stop	Stop

NEXT ACTION checklist

THINGS TO ACTION TOMORROW:

1. Book the next webinar in the series to work out who your ideal clients are and where to reach them.

Do that at mindfield.co.za/product/webinar-ideal-client

2.

3.

THINGS TO ACTION in the next 30 days:

1.

2.

3.