

**businessary**<sup>®</sup>

The Necessary  
business guidebook  
to creating a brand  
strategy (and how  
to articulate your  
business positioning).

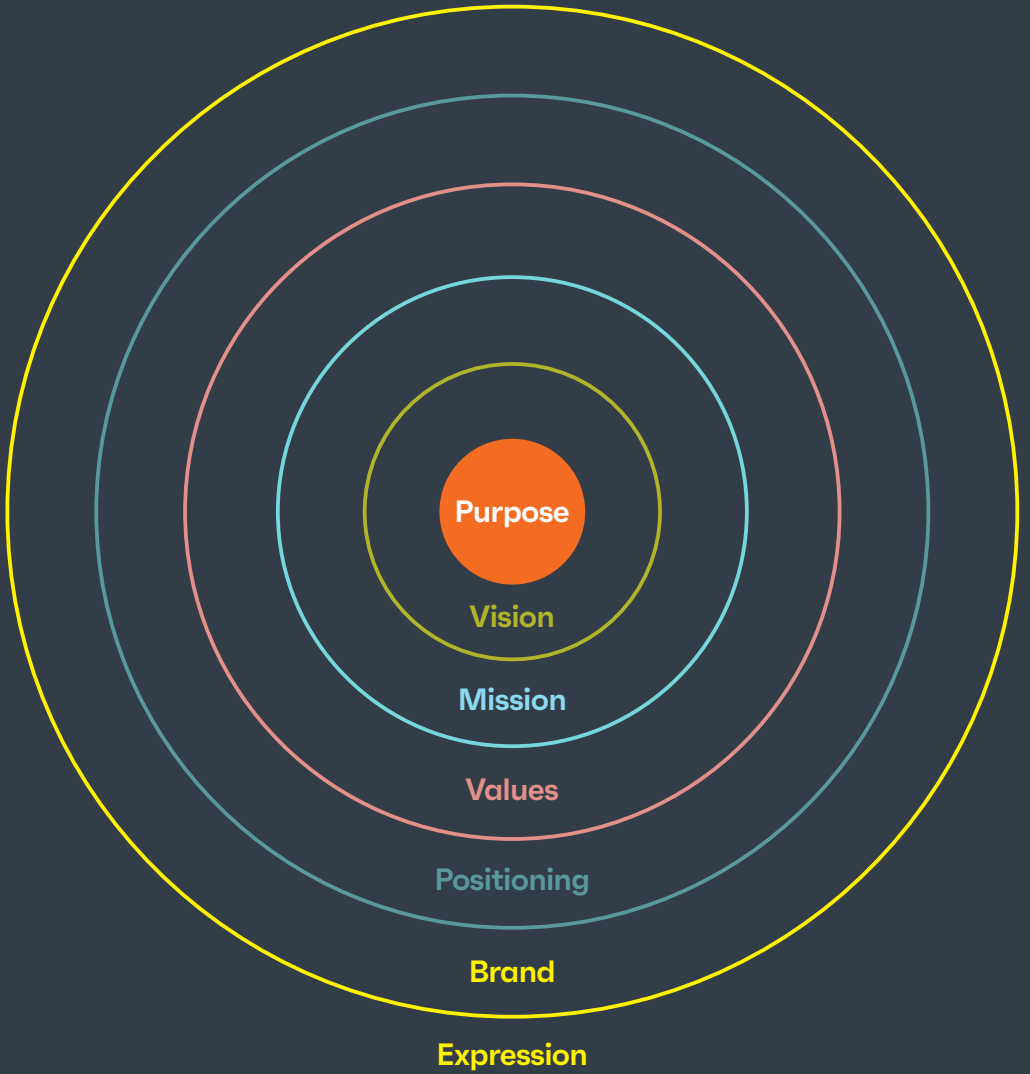


HOME FOR BUSINESS



**This Necessary Businessary guidebook** shows you the steps to defining your story. A process that builds from the **'why'** you are in business. This **'why'** defines your purpose. What you stand for, both practically and emotionally. The purpose is how you connect with your culture, and the hearts and minds of your people and your customers.

THE PURPOSE AT THE HEART





## Understanding your purpose.

Remind yourself of why your company or brand exists, and why what you do matters to yourself and others.

What inspires you and drives you with passion? To articulate this, sometimes it helps to think about your **contribution** to others and what **impact** you create.



**Your purpose is at the heart of all you do.** A purpose defines our actions; where are you going, and how will you get there. It defines what you value and how we organise and communicate. It is the compass that defines our intent, it steers our contribution and measures our impact. It is at the heart of all things.



## **Expanding from the purpose.**

Once we know our purpose, we need to articulate it through the business to achieve our goals. The purpose needs to be expressed in our vision for the future, our everyday actions and in what we value and define. It should be at the heart of our story and all our communications.



**Your vision** defines your collective beliefs and guides your individual actions. Your vision is the articulation of your most important dream and the arrival of your aspirations. This is about being true to yourself and knowing what your ideal future looks like. Share your vision with your clients and team so everyone understands your business aspirations.



**Your mission** is how your everyday actions will help you reach your vision. It defines how you will get there. Defining your mission serves as a daily reminder to keep your ship on course and measure the success of your daily activities. Tell your team your mission. An everyday mission shared creates unity.





**Your values** define the company's collective beliefs and help to guide individual actions. They represent the best of any business, guiding how you work together. The values are unique to your business and reflect what you stand and don't stand for. They can express both emotional and practical attributes. Keep it authentic. Value your values.



## Your positioning.

This is how all of your story is encapsulated in the hearts and minds of your customers and the market you occupy. It creates a distinctive position for you to defend against your competitors, whilst telling an authentic and compelling story to inspire customer loyalty.



## **Your brand expression.**

This is how all of your story is encapsulated and communicated. It is essential to know where and how to reach your audience. From creating or evolving your identity, to articulating your social media, print communications, PR and client presentations, your expression and brand are the authentic representation of all that is unique about your business.



## Let's talk about your brand strategy

A definitive purpose that feeds into a mission, vision and set of values that create a unique proposition, aligning the business internally and externally and providing a springboard to create a distinctive brand that serves you well now and into the future. To discuss your business story and brand let's chat:

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