

## **Brand Foundation**

# Instinct

brand equity coaches

### **Core Purpose** – *Why we exist.*

To advance the sustainability of North American businesses, reinforcing our free enterprise system and ensuring our continued prosperity as a society.

### **Vision** – *Where we are going (and how we will know we're there.)*

To be recognized as the organization responsible for teaching the broader understanding and appreciation of "Brand".

### **Mission** – *What we do every day to get there.*

Support and challenge business leaders to maximize the potential within their Brand.

### **Values** – *What we believe in; our principles.*

Inquisitive  
Supportive  
Creative  
Enthusiastic  
Disciplined

### **Position** – *How we are different.*

Brand Coaching

### **Positioning** – *How we say we are different.*

A Brand is what people think of you.™

### **Character** – *How we act; our voice.*

Knowledgeable  
Decisive  
Creative  
Experienced  
Smart  
Humbly brilliant  
Brutally honest  
Fun

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