



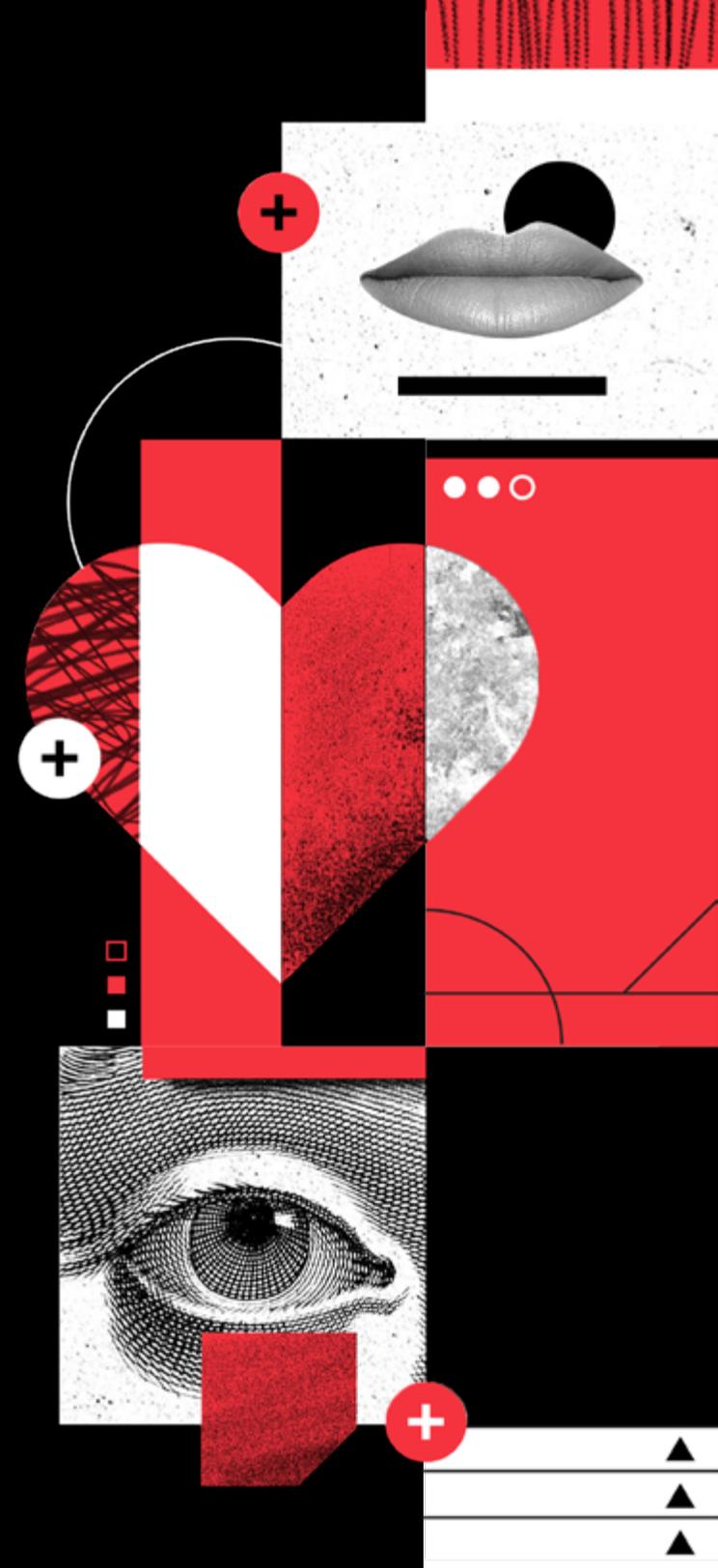
COLUMN FIVE

# Brand Heart Workbook

---

Ready to find your brand heart?

Use this template to articulate your Brand Heart (purpose, vision, mission, and values). For detailed directions to walk through this exercise, follow our [Guide to Finding Your Brand Heart](#).



# Purpose

## ➔ Why do we exist?

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

## Examples

### Column Five's Vision/Purpose

We exist to help build a future where everyone can live healthy and fulfilled lives.

### San Diego Zoo

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

### Casper

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

### Bulletproof

[To] help people perform better, think faster, and live better.

### 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.

### IKEA

To create a better everyday life for the many people.

### Charles Schwab

Helping investors help themselves.

### Boy Scouts of America

To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

### Life is Good

To spread the power of optimism.

# Vision

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

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

## Examples

### Casper

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

### Teach for America

One day, all children in this nation will have the opportunity to attain an excellent education.

### Alzheimer's Association

A world without Alzheimer's disease.

### Oxfam

A world without poverty.

### Microsoft

Empower every person and every organization on the planet to achieve more.

### 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 incomes 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.

### Salesforce

We believe that the business of business is to improve the state of the world, and we work to make sure Salesforce is a platform for change through serving the interests of all our stakeholders—employees, customers, partners, communities, and the environment.

# Mission

➔ **What are we here to do?**  
**How do we create that future?**

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

## Examples

### Column Five

We do good work with good people. We tell stories and create experiences that bring people together to help build the future we want to live in.

### Casper

We're setting a new standard in sleep innovation.

### Sweetgreen

To inspire healthier communities by connecting people to real food.

### Tesla

To accelerate the world's transition to sustainable energy.

### Nike

Do everything possible to expand human potential.

### Ra Yoga

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

### Yeti

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

### 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 by designing a more enlightened way of working.

# Values

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

Note: You can include as many as you like, but 3-5 is a healthy start.

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

## Examples

### Column Five

#### 1. Do Good Work

We achieve success with our partners by working together to creatively solve complex challenges within any parameters.

#### 2. Value Our Partners

We thrive in an environment built on transparency and mutual respect, constructively challenging each other to grow.

#### 3. Be Good To Each Other

We always work in their best interest because they enable us to do what we love each day.

#### 4. Be Humble

We can always improve.

#### 5. Experiment Often

Try new things. Test, fail, tweak, learn.

### Whole Foods

#### 1. We Satisfy And Delight Our Customers

Our customers are the lifeblood of our business and our most important stakeholder. We strive to meet or exceed their expectations on every shopping experience.

#### 2. We Promote Team Member Growth And Happiness

Our success is dependent upon the collective energy, intelligence, and contributions of all of our Team Members.

#### 3. We Care About Our Communities And The Environment

We serve and support a local experience. The unique character of each store is a direct

reflection of a community's people, culture, and cuisine.

#### 4. We Practice Win-Win Partnerships With Our Suppliers

We view our trade partners as allies in serving our stakeholders. We treat them with respect, fairness, and integrity—expecting the same in return.

### Patagonia

#### 1. Build the Best Product

Our criteria for the best product rests on function, repairability, and, foremost, durability. Among the most direct ways we can limit ecological impacts is with goods that last for generations or can be recycled so the materials in them remain in use. Making the best product matters for saving the planet.

#### 2. Cause No Unnecessary Harm

We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. We seek not only to do less harm, but more good.

#### 3. 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.

#### 4. Not Bound By Convention

Our success—and much of the fun—lies in developing new ways to do things.



Ready to complete your brand strategy? See our other guides:

[A Stress-Free Guide to Creating a Brand Strategy](#)

[Our Simple Brand Messaging Framework to Tell Your Brand Story](#)

[How to Create a Powerful Brand Identity](#)

To learn more about telling your brand story, head to [columnfivemedia.com](https://columnfivemedia.com)

Created by



COLUMN FIVE