



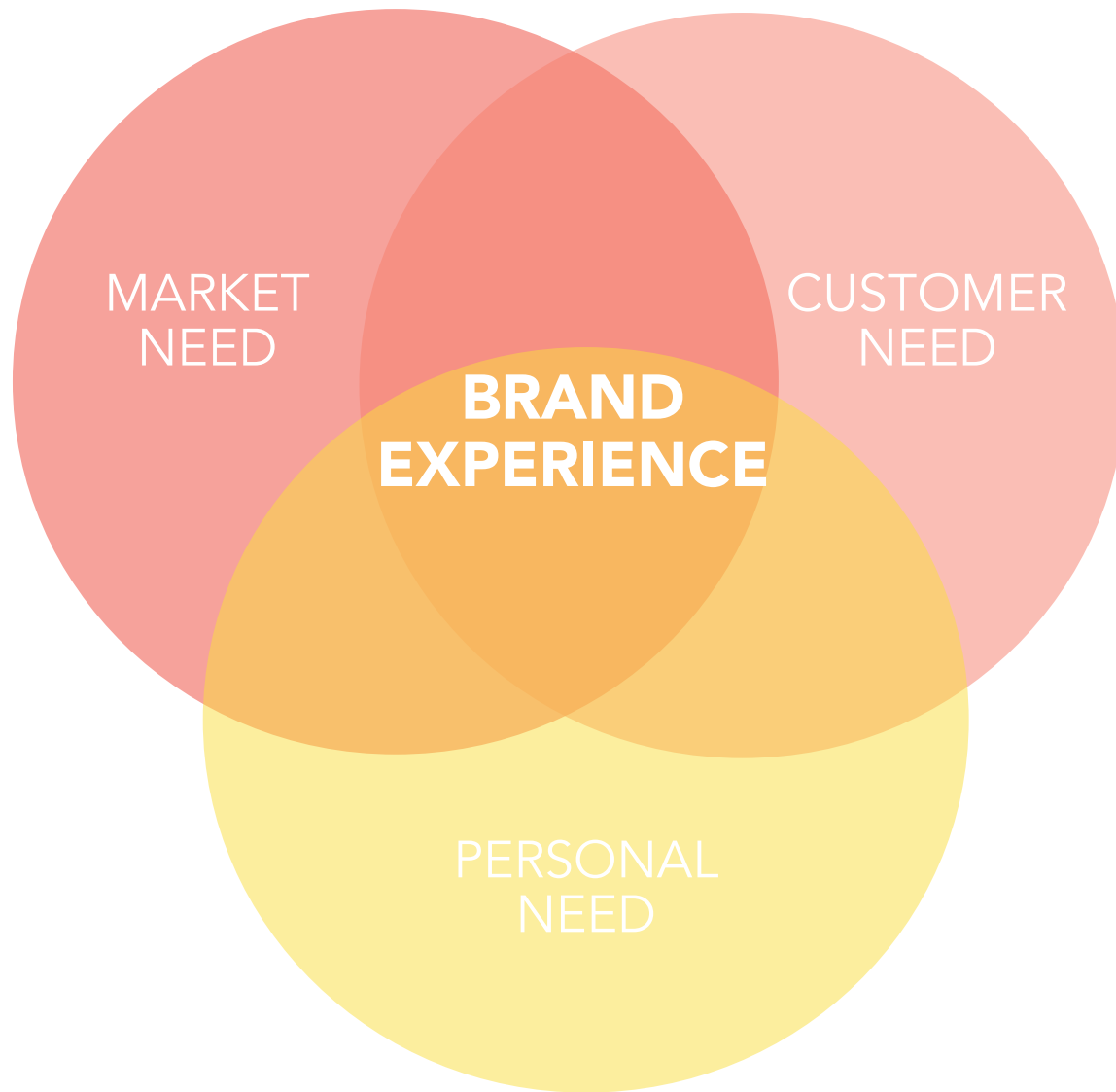
AQUARIAN BRAND BUILDING

30 SECONDS:

**What's your
favorite brand?**

A brand is more
than a logo, or
tagline.

**It's an
experience.**



FOR EXAMPLE:

ZAPPOS
AIRBNB
VIRGIN



BRAND EXPERIENCE

FOUNDER'S
MAGIC

x

PRODUCT
EXPERIENCE

x

SERVICE
EXPERIENCE

FOUNDER'S MAGIC

As a founder, **the
experience starts
with you.**

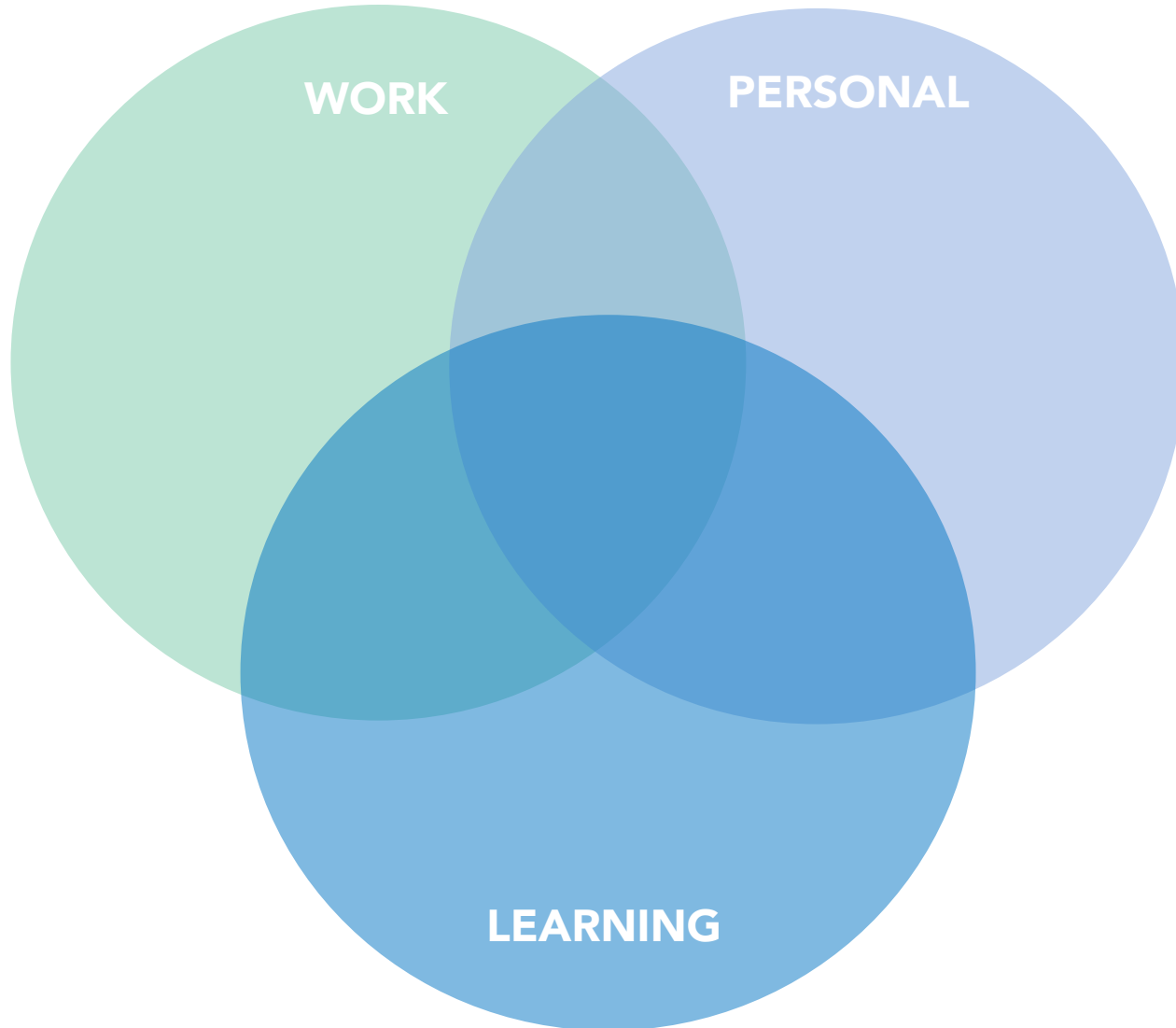
2017 PERSONAL STRATEGIC PLAN

LIFE'S PURPOSE:

CORE VALUES:

2017 VISION:

PERSONAL STAND:



LET'S GIVE IT A GO...

What's your
personal brand
vision for the next
12 months?

BRAND & SERVICE EXPERIENCE

A great brand
experience **delivers**
on every detail in a
thoughtful way.

A strong core purpose is like your brand's north star — it will inform every detail.

HOW TO THINK ABOUT IT

PURPOSE
STATEMENT:
"To make
people happy."

HOW?



**PURPOSE
STATEMENT:**
Changing business
for good.

WHY?

PURPOSE
STATEMENT:
"To create a
cool airline."



BRAND & SERVICE EXPERIENCE

**A strong core
purpose** is built on
what you believe,
what you fight against
and what you offer.

LET'S GIVE IT A GO...

Write a draft of your brand on a page

Our Core Purpose:

We Believe:

We Stand Against:

What We Offer:

We're For:

Our Vision:

How We Behave:

IF YOU ONLY REMEMBER THREE THINGS:

Work your **personal brand**

Define your **core
business purpose**

... and **sat kriya!**