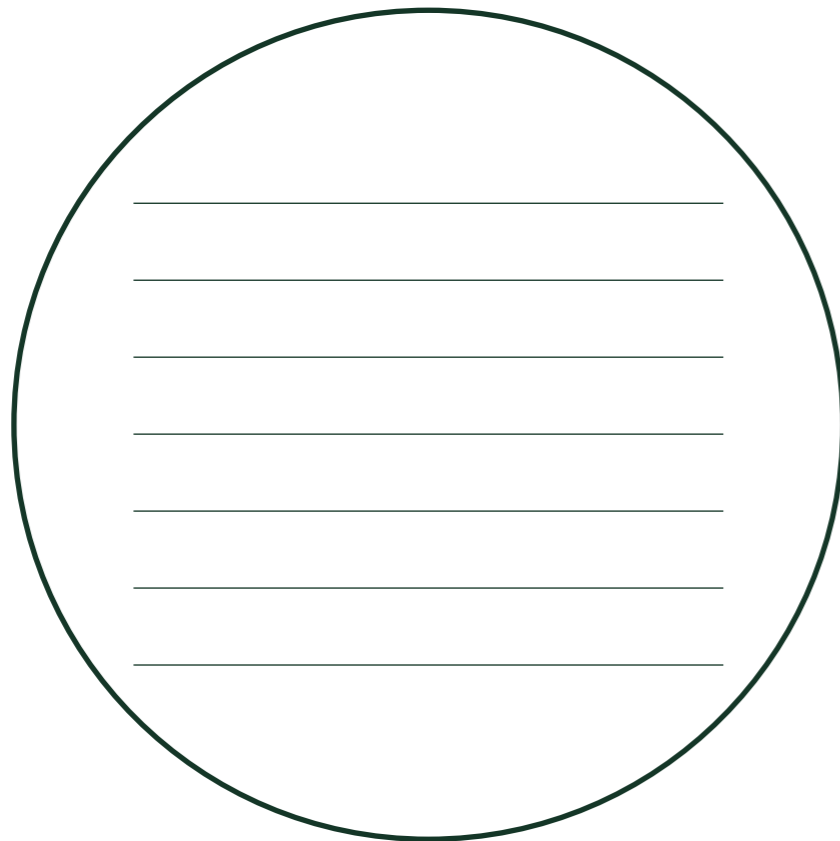


GOLDEN CIRCLE

The Golden Circle by Simon Sinek, describes why the brand does what it does and how it does it. The corporate purpose forms the why - this should be formulated first and forms the core of the strategy. The thoughts from the Product Purpose Board exercise help as a basis. The How formulates how the brand fulfills its goals and purpose - in distinction to the competition. The What formulates the specific added value that stakeholders experience through the brand. The formulation should contain a value proposition that can be communicated externally.

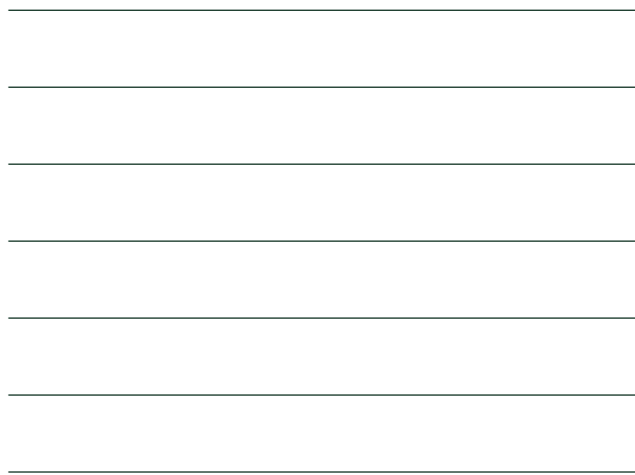
WHY

Why is the brand in the world?



HOW

How does the brand achieve its goals - in contrast to others?



WHAT

What is the tangible result and its specific benefit?

