

Attention Spans Brand Clarity Bootcamp: A DIY Workshop to Get Everyone on the Same Page

Why You Can't Afford Brand Confusion

If your team can't clearly explain what your brand stands for—or worse, everyone says something different—your marketing is doomed to underperform. This DIY workshop is your fast-track to:

- Aligning your team around one clear brand story
- Defining your brand's voice, values, and audience insights
- Building a foundation that fuels consistent, confident marketing

Use this workshop during a team retreat, spread out over several sessions, or whenever you need a messaging reset. The framework is designed to be flexible, allowing workshop leaders to select and customize modules based on branding needs. And if you want to speed things up or get expert guidance, we can lead the workshop for you and create a Brand Clarity Guide document based on the results.

MODULE 1: Brand Foundations (Mission, Vision, Why Statements, Core Values)

Introductory Questions for Each Participant

- Can you briefly describe your role in the company?
- How long have you been with the company, and what excites you most about working here?
- What do you think makes this brand special? (in group, have them write this down and submit)

Mission and Vision Statements

- In your own words, what does this company do?
- What do you think is the company's biggest impact on customers or the world? How are you making a difference? How do you want to make a difference?
- Where do you see this company in 5–10 years?
- Let's say the company had no limitations at all, what would you want it to become?

Why Statement

- Why do you believe this company exists beyond making a profit?
- What is the deeper purpose that drives the company forward? What do you stand for? Get as emotional as you want with your answer.

Core Values

- If you had to pick three words that define this company's values, what would they be?
- What principles guide decision-making here?
- How do you think customers perceive the company's values in action?
- Do your values make you unique in the marketplace in any way?

Sample Exercises:

Values Card Sorting – Write words on index cards, then rank and prioritize core brand values.

Dissecting Brands – Select several famous brands, then discuss their mission, vision, why and values.

MODULE 2: Brand Personality & Voice

Brand Personality

- If this brand were a person, how would you describe them? Go ahead and name a handful of famous people, if you like.
- What adjectives would you use to capture the essence of this brand? What verbs?
- How do you want customers to feel when they interact with the brand, the company, the products, the people?

Brand Voice

- How does the brand sound when you communicate with customers? (e.g., friendly, authoritative, playful, professional)
- What words or phrases would you never use to describe our brand?
- Can you give an example of a message or campaign that "felt right" for your brand? How about one that missed the mark?

Sample Exercises:

Brand Personality Spectrum – Plot brand traits on a scale (e.g., Playful ↔ Serious).
Celebrities and Brands – Participants choose photos of a variety of celebrities, then explain the attributes that each celebrity shares with the brand. Do the same exercise with various brand logos.

MODULE 3: Customer Personas and Audience Insights

Customer Personas

- What kind of people or businesses benefit the most from what you offer?
- What are their biggest challenges or pain points?
- What motivates them to choose your brand over a competitor?

Customer Decision Making

- What factors matter most when they decide to buy?
- Where do they go to research our products/services?
- What objections or hesitations might they have? What are all the potential barriers to a sale?

Sample Exercises:

Persona Profiles – Create a variety of personas based on demographics, psychographics, needs.

Customer Journey Mapping – Identify key touchpoints in the buying process.

MODULE 4: Competitive Landscape and Brand Positioning

Competition

- Who are your biggest competitors?
- What do they do well that you could learn from?
- Where do they fall short, and how do you outperform them?

Unique Selling Proposition

- What makes your brand different or better than the competition?
- What's something you offer that no one else does (innovation)?
- What problem are you solving for the customer?
- How do you make lives better? Not product attributes, but think about the lives of your customers and anyone affected by your brand.
- If you had to explain in only one sentence why someone should choose your brand, and that would determine whether or not you made a sale, what would you say?
- Finish this statement: With our help, you can...

Sample Exercises:

SWOT Analysis – Identify Strengths, Weaknesses, Opportunities, and Threats of all Brands.

Competitive Mapping – Create a visual chart or diagram that shows the entire competitive landscape.

Market Trends – Create a timeline that describes industry and customer trends past, present and future.

Key Performance Indicators – Describe metrics that assess SEO, engagement, traffic, sales, etc.

MODULE 5: Elevator Pitch and Brand Messaging

- How would you explain what this company does to someone who has never heard of it?
- If you had 30 seconds to pitch your brand to a potential client, what would you say?
- What are three key messages every employee should communicate about your brand?
- What's a story or success case that best illustrates what you stand for?
- What do your current customers say?
- Do you need to change perceptions? Do you need to change the narrative?

Exercises:

Elevator Pitch Challenge – Participants create a 30-second pitch and receive feedback.

Role Play – Pairs representing the brand and the customer have brief conversations.

MODULE 6: Visual and Verbal Identity

- What colors, fonts and imagery represent your brand?
- What words, phrases or slogans reinforce your brand's identity?
- How can we ensure consistency across marketing materials?

Exercises:

Mood Board Creation – Collect images, colors, fonts and styles that reflect the brand.

Touchpoint Creation – Describe all potential customer touchpoints and what they see, hear and feel.

After conducting multiple individual interviews or running group sessions, compile findings and write a report based upon some or all of the following:

- Mission, Vision and Why Statements
- Core Values
- Brand Personality and Voice
- Customer Personas
- Positioning
- Elevator Pitch and Talking Points
- Possible Tag Line Exploration
- Possible Core Marketing Messages
- Possible Messaging Roadmap and Mood Board

www.attentionspans.com