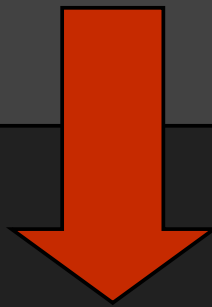


# Brand-Based Decision-Making

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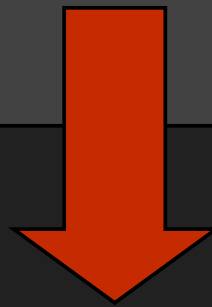
sarah r. moore and diane tompkins  
2009 marin nonprofit conference  
10.29.09

Traditional

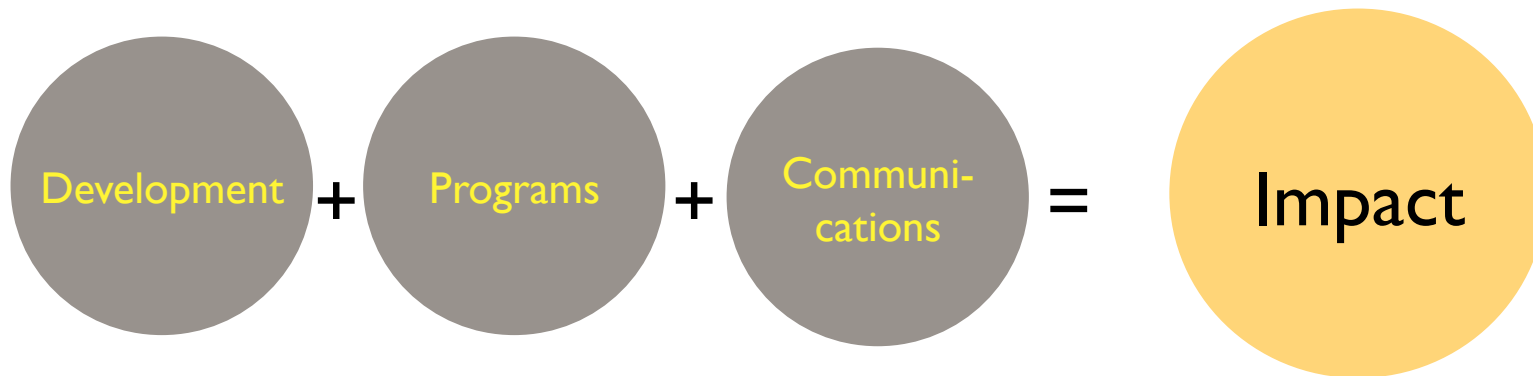


PATHS

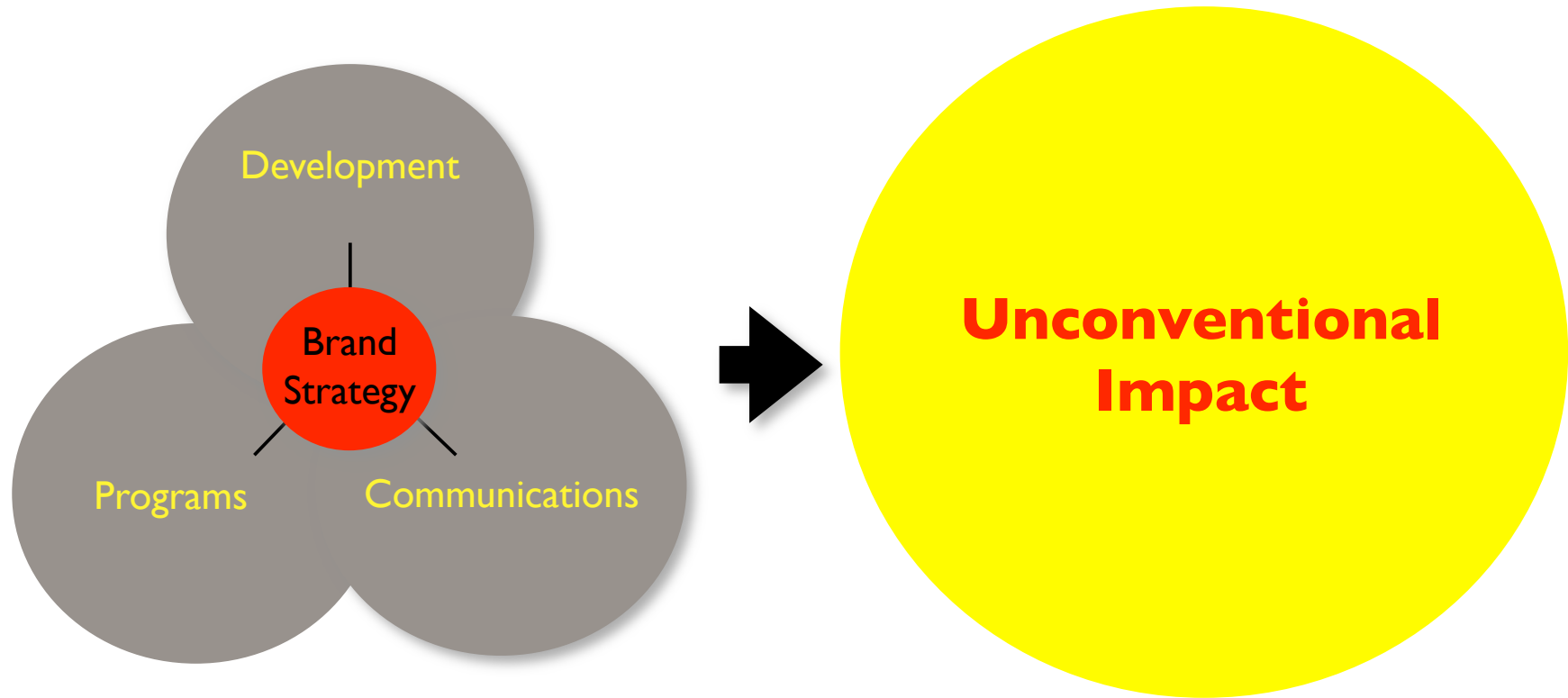
Traditional



**OUTCOMES**



The **Current** Approach: Sequential, siloed, inadequate



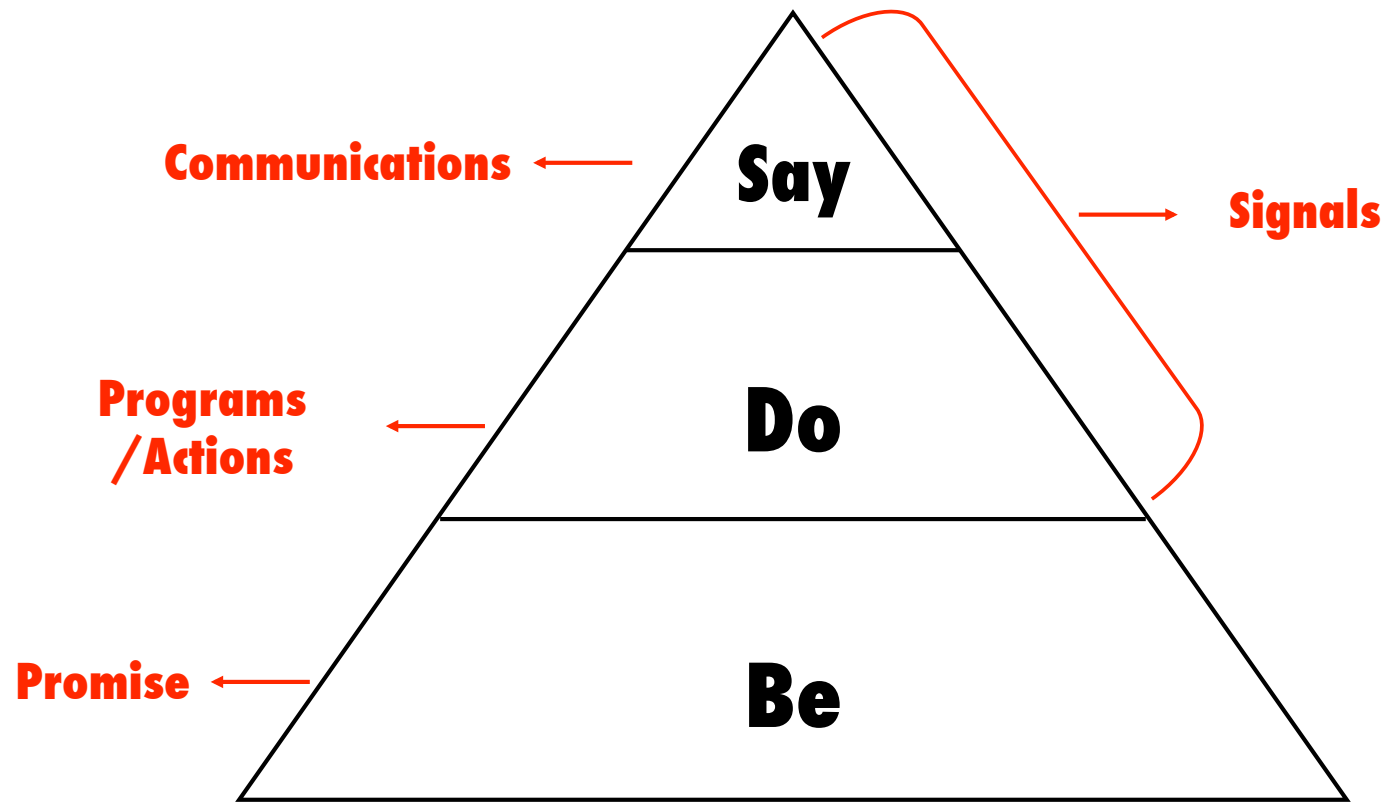
**Unconventional** approach: integrate all facets of your organization using brand strategy as the lens.

## Brand

The **core promise** of your organization

## Branding

The **signals** you send to transmit that promise



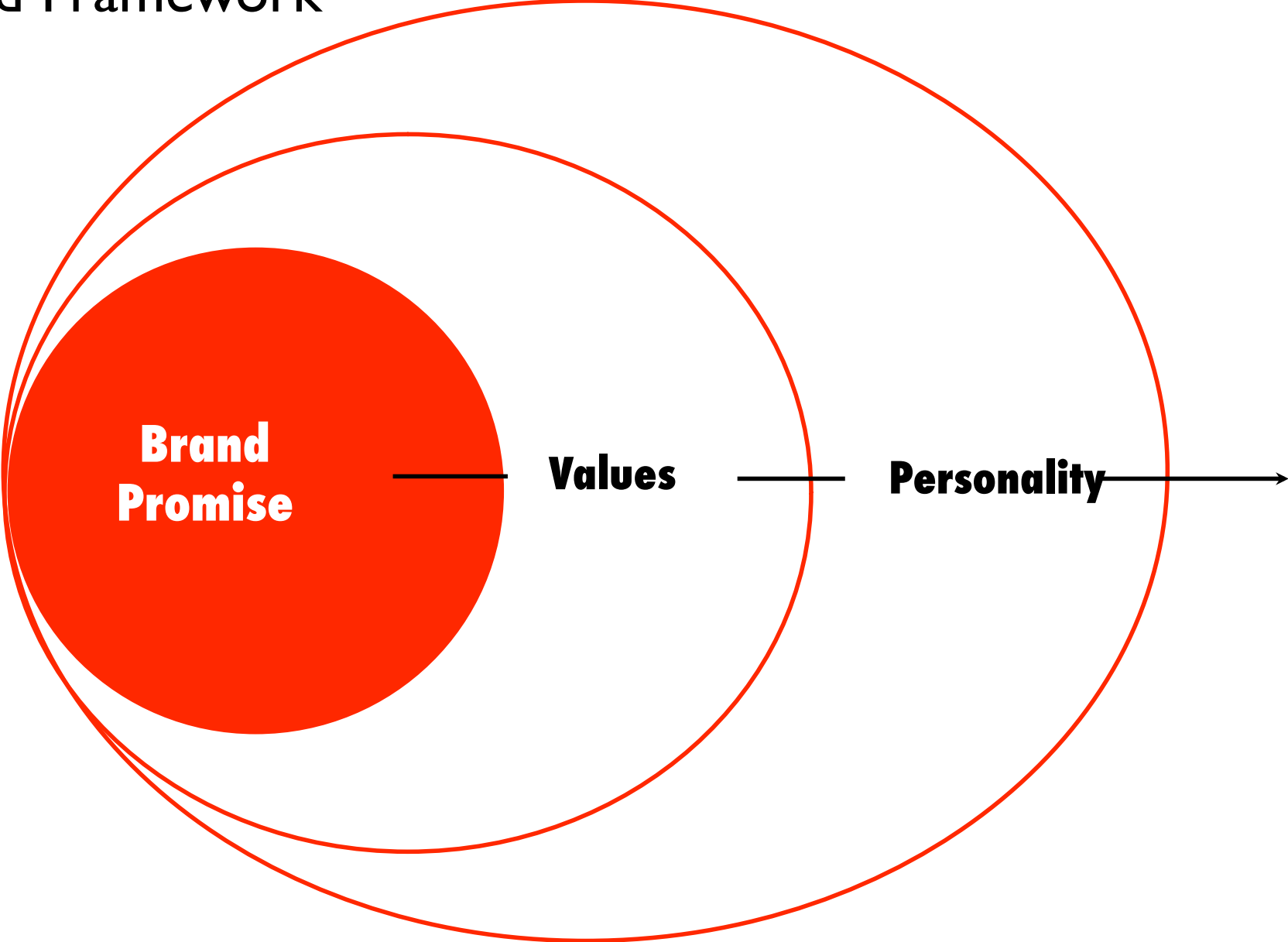
**Brand  
Promise:**

**Inspired expression of your  
mission that provides  
strategic clarity**

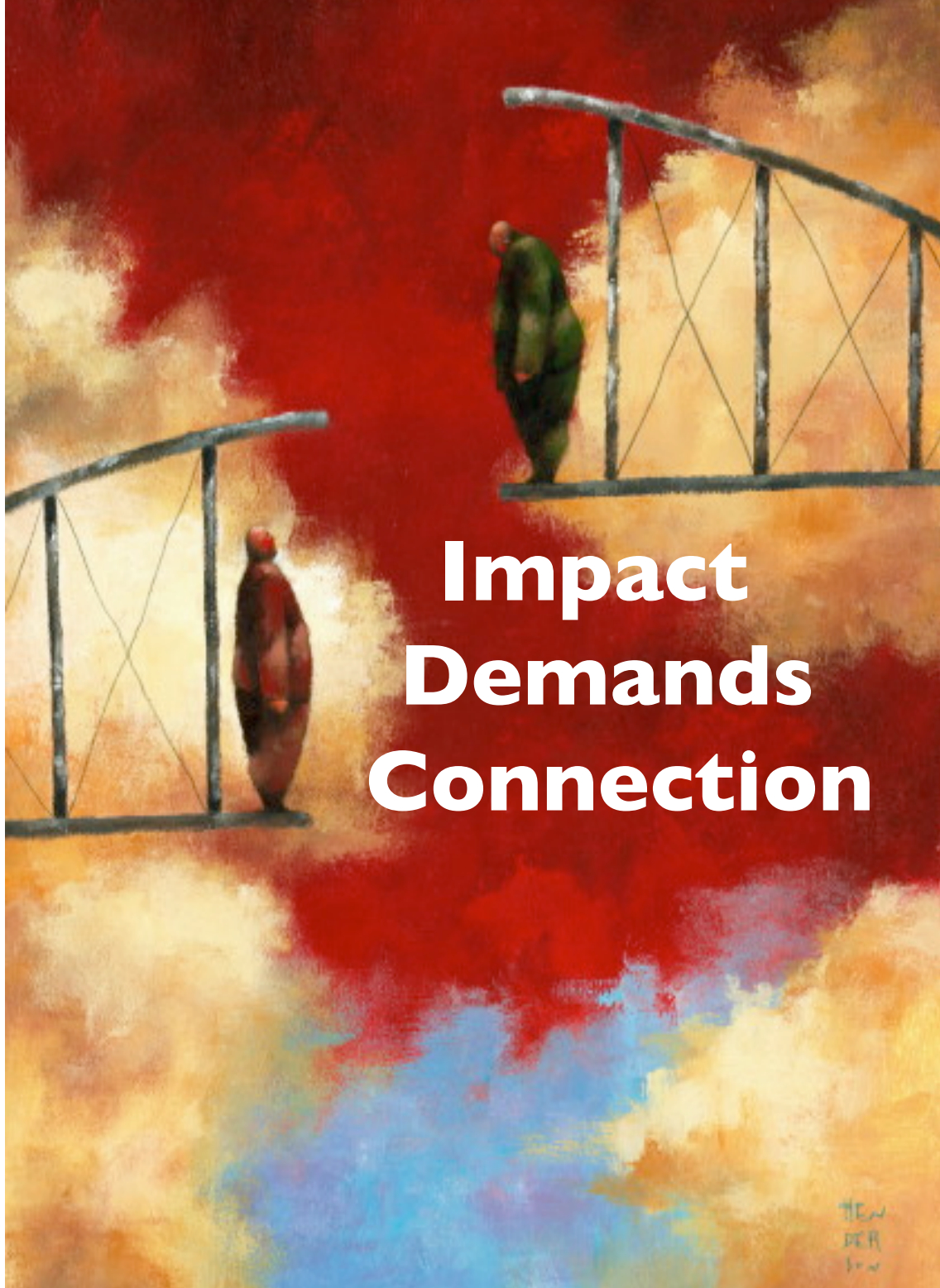
**Mission: Your core purpose**

**Vision: The change you aim to create**

# Brand Framework







# Impact Demands Connection

Who you are and what  
you believe

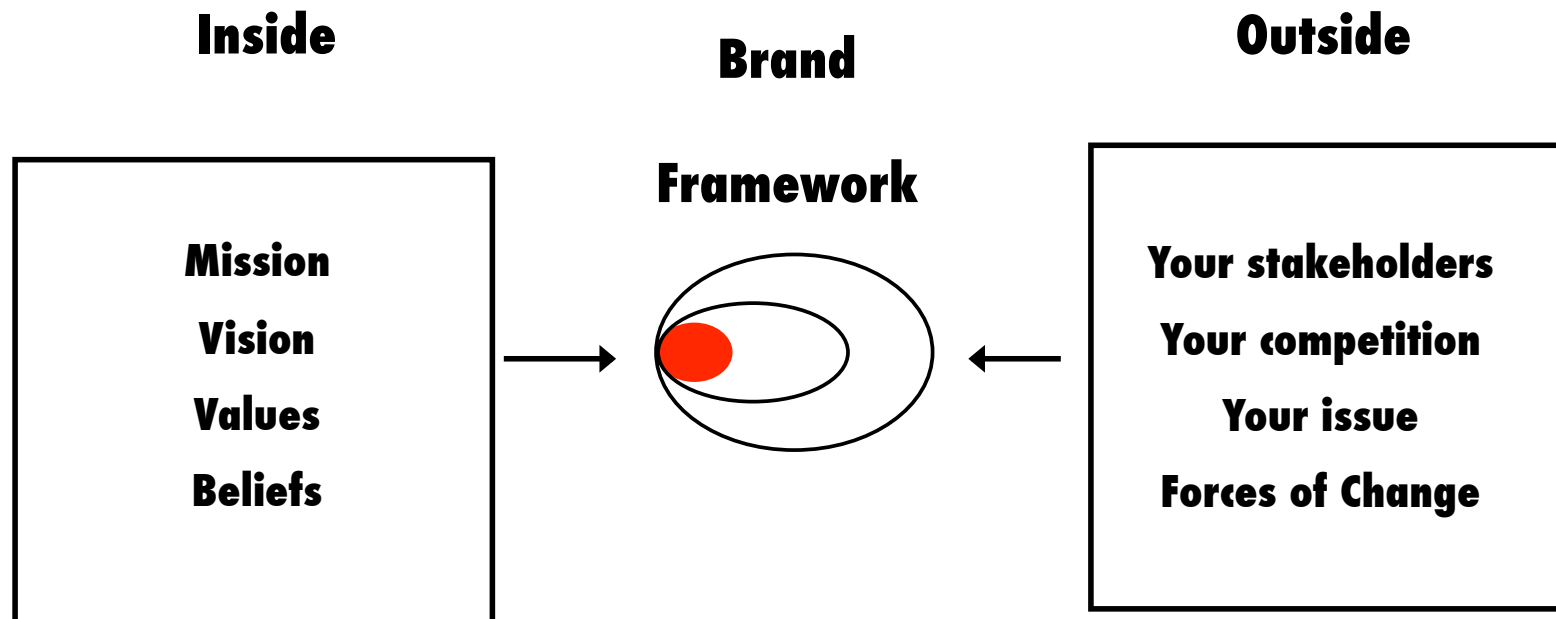


**CONNECT**



Who they are and  
what they believe

# The Big Picture



*From the Inside Out*

## Strategic Planning

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## Strategic Clarity

v 1.0



v 2.0

mission

vision

theory of change



brand framework

encyclopedia



wiki

black & white



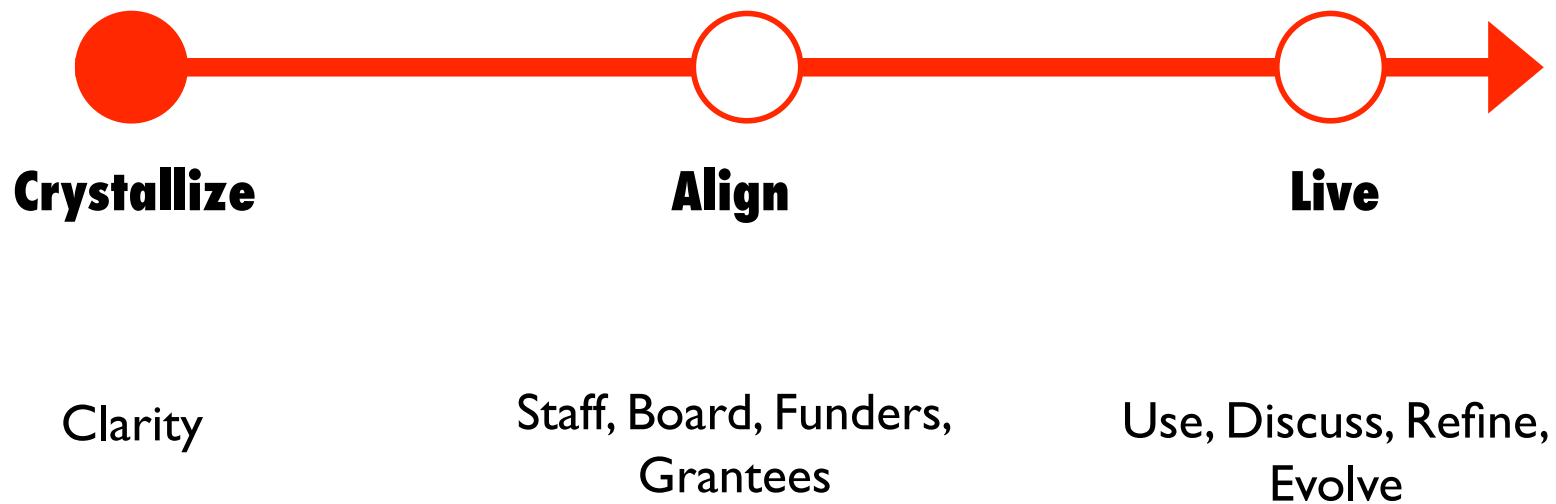
color

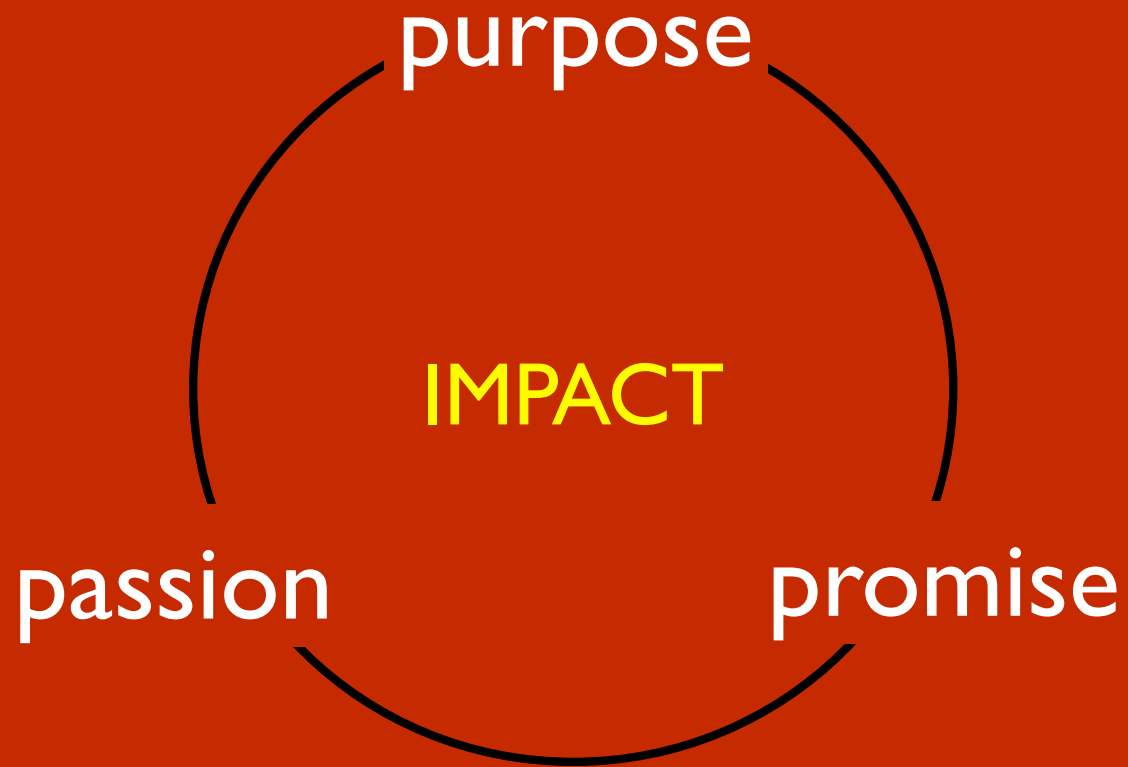
intellect



passion

# Three Basic Steps to Living the Brand Framework





Be clear about what your passion is.  
Be passionate about being clear.



We offer brand strategy training sessions as well as tailored brand strategy and communications workshops for non-profits and social change organizations.

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Diane Tompkins: [diane@couragecorps.com](mailto:diane@couragecorps.com)