

Discovery Session

Agenda | Session I (approx. 2.5 hours)

- **Overview: “Why should they choose you?”**

- Who are your customers?
- What motivates them? What are their pain points? What do they want/need? What is the problem that they have?
- What do you do/offer that addresses those needs/solves those problems?
- What other choices do your customers have? Who are your competitors (perceived or actual)? How are you different from them?
- Who are you? What are your values as a person and as a business? Are they aligned with your customers' values?

- **Product and/or Services**

- What is/are your product(s)/service(s)? How are they packaged/presented/delivered?
- Does this align with the brand purpose and vision?

- **Purpose**

- What's your mission?
- By providing the services/products you do and 'going to work' everyday, what is the big goal that you are accomplishing?
- Example: NIKE - 'To bring inspiration and innovation to every athlete in the world. (If you have a body, you are an athlete.)'

- **Vision**

- Why have you made this your mission? Of all people, why you?
- Example: NASA - 'Man's exploration of space'.

*A vision is not a goal. It is a guiding ideal that you're working towards but isn't something to be 'achieved'.

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Agenda | Session 2 (approx. 2.5 hours)

- **Market and Competitors**

- Who are the people who should know about your purpose and vision?
- Your customers/collaborators/employees/partners are people who can get behind your vision, and are participating in the creation of it by their relationship with you.
- Who else is in the market? How are you different from them?
- What pain points are not being addressed by what's currently available?

- **Customer Profiles and Journey**

- Who are the actual humans you are serving?
- What are their pain points? How do they get from not knowing who you are to becoming a loyal client?
- What are the touch points that give us opportunity to have your purpose and vision be seen/heard and felt?

- **Unique Differentiators**

- What are the things you do and provide that make you different?

- **Brand Values, Attributes and Voice**

- What are the qualities, characteristics and values that you and your brand embody? How do they align with your purpose and vision?

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Agenda | Session 3 (approx. 1 hour)

• Objectives

- Given what we have discovered, what are the next steps for your brand/business?
- We will identify short-term, medium-term and long-term goals, and discuss a fulfilment structure: 'accomplish what by when' making sure that they are aligned with your purpose and vision.

• Recommended Deliverables

- Based on the above objectives, there may be a number of design and marketing deliverables that we recommend. These include things like: Identity System, Website, Print Collateral, Digital Marketing etc.
- We may also make recommendations outside the scope of design and marketing (e.g. change management, project coaching, product development etc.). It may be that these services come from other providers, and we will make introductions where appropriate.

• Documentation

- You will receive the write up of everything discussed throughout all the sessions. We will go through the documentation together and see if there's anything to be added/customised for your specific use (e.g. you may present this to a team, or you may want to derive a something for an investment pitch).
- You will also receive a detailed list of recommended deliverables, scope of work proposals with timelines for those we intend to deliver, and detailed referrals for other service providers if appropriate.
- Where appropriate, we can may also make person to person introductions (rather than just an email) to facilitate a smooth transition to the next step.