



metacorp

VISION | STRATEGY | EXECUTION

INNOVATION MANAGEMENT CONSULTANTS

[We Turn Your Problems Into Profits.]

FROM MIND TO MATTER™

[METABOOSTER]™ — ACCELERATE YOUR BRAND

Here's a METABooster™ to help you define, develop and accelerate your brand. Assemble a task force and answer the following core questions about your brand:

- 1 What is the **Essence** of your brand?
- 2 What are the **Psychological Motivators** your brand instills?
- 3 What **Promises** does the brand offer?
- 4 What is the **Appeal** of your brand?
- 5 What **Value** does your brand deliver?
- 6 What **Vision** does your brand inspire?

Now work with your team to develop a unique Mission Statement, which communicates the above messages in a concisely worded sentence, using as few words as possible. Share your Mission Statement with everyone, including us — **we'd love to hear from you.**