

QUESTION EVERYTHING

TIME?

90 mins

YOU WILL NEED:

An open mind - take off your marketing hat



WHAT'S IT FOR?

Discovering the seeds of your purpose and fight



HOW DO I USE IT?

Pull out one question at a time and answer it as truthfully as possible without drawing for breath. It might help to have a partner jotting down key words from your responses. Switch roles and then look back at your responses. But don't just look for commonalities; the most important insights are often where your passion rose the the surface.

PEOPLE

1. Which value of your business are people most proud of?
2. If your employees were epitomised by one superhero, who would they be?
3. What would your most timid employee say is the best thing about your company?
4. What would the most joyful employee say is the worst thing about your company?
5. Which social cause do your team talk about the most?
6. What causes do your team members fight for in their personal lives?
7. If you wanted to become a pariah in your office, what social cause would you reject?

SOCIETY

8. Would people care if your brand disappeared? Why not?
9. Which group does your brand positively impact the most?
10. What's the first thing that springs to mind when people think about your brand?
11. Why are you good for people?
12. Why are you bad for people?

BUSINESS

13. Are you proud of the way people in your company are treated? Which groups have it worst?
14. Which businesses do you support at a corporate level?
15. What's the worst thing your business does to the world? Be honest.
16. What home truth would your cynical best friend tell you about the company you work for?
17. If your brand became a not for profit tomorrow, what would it do?

PLANET

18. Which animals suffer because of your business? Be honest.
19. Which habitats and environments suffer because of your product? Be honest.
20. What died to make your best selling product?
21. What do you transport too far for comfort?

BRAND

22. If your brand was an activist from any time in history, who would it be?
23. What are the crucial things your brand couldn't live without?
24. Who is your brand's spirit animal? What do they care about?
25. What is your brand's most controversial opinion?
26. Your brand writes a Tinder profile. What does it say?

HISTORY

27. Who was your founder and what did they care about?
28. Who did the history books forget about, that was instrumental to the success of your company?
29. Why was your brand created? Was it solving a problem or issue?
30. What was the biggest threat to the world when your brand began?
31. Who are the most influential people who your brand has ever worked with? Why?
32. Reject everything your founder taught you. What now?
33. What stain is still on your brand's conscience?

PARTNERSHIPS

34. Who are your most impactful partners? Why?
35. If you could partner with any other brand in the world who would it be?
36. If you could work with one NGO or charity in the world who would it be?
37. Would you be confident enough to invite Greenpeace into your next meeting to discuss your sustainability policy?
38. Which partner would you love to work with that would turn you down? Why would they?

AUDIENCE

39. Which people or organisations are helping your audience grow and thrive?
40. What forces in the world are working against your audience?
41. If you wanted to make your audience angry, what would you tell them?
42. Someone in your audience is given £1m and has to give it to a charity or social cause - where do they donate it?
43. Which three positive words would your audience use to describe your brand?
44. Which three negative words would your audience use to describe your brand?
45. What's the difference between the people that buy your brand the people who work for you?

COMMS

46. What's the best piece of marketing your brand has ever done and why?
47. Has your brand ever become a meme? If not, what would it take?
48. What does your PR team have nightmares about becoming a big story?

YOU

49. Which purpose based campaign makes you seethe with jealousy?
50. Which social cause do you care most about? Why is it right or wrong for your brand?
51. Which social issue makes you rant the most?
52. How would you like to be remembered?