






WORKSHEET 4:

IDENTIFY A BRAND COMMUNITY'S PURPOSE



START A CONVERSATION INSIDE YOUR ORGANIZATION.

The conversation will help answer core questions that influence what a brand community will look like:

-  Why are we building community?
-  How will the community enrich members?
-  What organizational support does it provide?



First, clarify the ways that community can support the organization:



Innovation

Creating new value for stakeholders.



Customer and stakeholder retention

Keeping customers and stakeholders involved with the organization and providing value to the brand.



Marketing

Informing the market of offered value.



Customer service

Helping customers/users with service or products.



Talent recruitment and retention

Attracting and retaining the people the organization needs for success.



Advancing movements

Creating a fundamental shift in the culture or business.



Community forum

Making the brand a destination for a specific community.

Write down how community might support the organization in one or all of these ways:

Start a conversation with your team where you address these questions:

- 1** How do stakeholders want to grow the organization?
- 2** What will a successful community help them do or be?
- 3** What resources can they offer a community to support growth and connection?

Once you have gathered responses to these questions, rank the answers on their importance in impacting your organization. The hidden purpose of your community may surface in the discussion.

