



How to use the

Brand Strategy Workshop 1: The Company

Instructions on how to use your kit and make the most of it.



FORGE
BY LEMNOS

What's in it?

Online Canva whiteboard link with:

- Goal prioritization planner
- Your company in a nutshell board
- The Golden Circle Model
- Competitive landscape matrix

Why do we use Canva for our online toolkit links?

- **Cost-Free Access:** Canva is free for all the tools you need to use the kits, making it an accessible platform for everyone. Beyond our toolkit, explore a wide array of features without any financial barriers.
- **User-Friendly Interface:** Canva's intuitive interface makes it easy for users, regardless of their technical proficiency, to engage with the toolkit effortlessly.
- **Collaborative Capabilities:** Canva supports real-time collaboration, enabling teams to work seamlessly together, provide feedback, and make edits concurrently.
- **Versatility:** Canva's diverse range of design tools and features empowers you to go beyond traditional offline templates and kits. Infuse creativity into your strategy sessions with visuals, icons, and more.
- **Cloud-Based Access:** Canva operates in the cloud, ensuring your work is accessible from any device with an internet connection. This flexibility is invaluable for dynamic and remote teams.
- **Integrated Tools:** Canva offers a suite of integrated tools, simplifying tasks like adding text, shapes, and images. This integration enhances the overall user experience and productivity.

By choosing Canva, Forge by Lemnos ensures that your online experience is not just practical but enjoyable, fostering a collaborative and creative environment for developing exceptional products and services.

How to use the kit

Brand Strategy Workshop 1: The Company

Starting a collaboration can be overwhelming, but it's important to gather all the key people you would like to have input from before you begin. Once you have everyone, be sure to consider the following:

1. Start by using the Goal Prioritization Planner to list and rank your company's goals, focusing on both impact and achievable timelines. This will help clarify where your efforts should be concentrated.
2. Move on to the Company Overview, where you'll define your mission, vision, and core values. Keep it concise, treating this step as an internal elevator pitch that everyone on your team can easily grasp.
3. With the Golden Circle Model, dig deeper into your company's 'Why,' 'How,' and 'What,' ensuring your 'Why' becomes the cornerstone of all strategic decisions. This helps maintain a purpose-driven direction.
4. Finally, leverage the Competitive Landscape Matrix to analyze 3-5 competitors, focusing on their strengths and weaknesses. Use this to uncover market opportunities or gaps your company can uniquely address.
5. Collaborate with your team throughout this process, regularly update your findings as the business evolves, and apply the insights you gain to guide your brand's future strategy.