

Meaning Strategy:

STEP 1: List the top 5 core meanings in each area:

Customer	Comp/Brand	Team/You	Competitors
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5

Core Meanings:

Accomplishment
Beauty
Creation
Community
Duty
Enlightenment
Freedom
Harmony

Justice
Oneness
Redemption
Security
Truth
Validation
Wonder

STEP 2: Circle any core meanings that appear in more than one column

STEP 3: If there are 3-4 core meanings in common in the first three columns, your meaning strategy is strong. If not, meaningful strategy will be difficult. Any overlap should be the focus of your organization's strategy.