

# THINK *B.R.A.V.E.* TO BREAK THROUGH

When you approach a project, opportunity, or decision about your brand and your business, make sure you're thinking B.R.A.V.E.

## **B***rand*

Will it strengthen the long-term value and reputation of your brand?

## **R***elationships*

Will it strengthen relationships with those we want to know, like, and trust us long-term?

## **A***udacity*

Did I hold space for creativity and embrace big, new, bold ideas?

## **V***alues*

Does it uphold and strengthen the brand's core values?

## **E***nergy*

Does it either create or pursue positive energy?

YES

NO

NOTES


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