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**ONE EARTH**  
**BUSINESS SCHOOL**

# DISCOVER BUSINESS DNA

INTERACTIVE WORKBOOK

NAME

BUSINESS

# WELCOME TO BUSINESS DNA AT ONE EARTH BUSINESS SCHOOL

Our BUSINESS DNA curriculum is designed to give you everything you need to build your business brand blueprint for growth.

We teach you how to define your purpose-led vision for growth, identify the trends and patterns in your industry, the market gaps in your industry and understand how to make strategic brand choices. We will also help you to identify your brand assets to create a profitable and sustainable business model and a higher valuation.

## WE WILL COVER:

1. What your brand is and what it's not
2. What is your gap in the market
3. Ask 'what if?' to look at further opportunities
4. Explore target audiences
5. Begin looking at the personality of the business
6. Look at your purpose
7. Begin your elevator pitch - your key tool in selling yourself and your business

HERE WE GO...

**Business DNA is split in to 6 Chapters: Vision, Gap, Who, Purpose, Asset and Pitch. Each Chapter is then split into lessons and then bite sized topics. This course teaches you how to identify your brand assets to create a higher valuation and how to build a profitable and sustainable business model around your purpose.**

**We will help you:**

- Find your brand assets for growth
- Define your vision for growth
- Identify what is the number that you're building your business value for scale
- Understand how to grow your business from the top-down, brand-led as opposed to the bottom-up, sales-led
- Discover your industry gaps to be a market leader
- Identify the trends and patterns in your industry
- Understand how to make strategic brand choices
- Identify who you are talking to and who you need to talk to achieve your growth.

**Align your purpose with profit:**

- Define what you want to be known for
- Combine your commercial business with your purpose to build a self-sustaining business model
- Uncover your business core asset to become an asset-led growth company
- Identify what core asset of your business will drive your valuation in the future
- Outline what your business is today, tomorrow and in the future.

## BUSINESS DNA WORKBOOK CONTENTS

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QUIZ	Business DNA Overview Quiz		ONLINE

You'll find the video lessons, posters and other resources in your online classroom. Keep this workbook with you as you work your way through the online videos. The total video viewing time is just over 5 hours. As a guideline, allow 1-2 hours a week for online learning.

## GLOSSARY

## PURPOSE

What you want to be known for; the reason you get out of bed in the morning and why you are in business.

## BRAND-LED APPROACH

Leading with your brand and purpose, not features and benefits. Gets rid of the dips and keeps campaigns constantly running.

## BRAND

The end-to end of the whole revenue stream that sits over everything within the revenue chain. Building a brand is all about building a business model and that means increased valuation of the company.

## PRODUCT

What you sell in the marketplace, it's how you commercialise the company. The Product strategy shifts the commercial return for the company. There are 3 different types of products (A L S):

**Awareness** - create awareness of the brand to pull the market to the core product. Can be a free awareness product or a paid for product (low or high cost). Eg. webinars, books, summits, podcast series.

**Leverage** - is all about engaging the customer. Example: Apple and how it creates engagement through the customer from the information product. Eg. video series, course or information or education in a product.

**Scale** - create commercial uplift. Example: franchise, white-label or productising partnerships.

## CHANNEL

Your go to market or routes to market. How we access more than one channel to market can be accessed through six channels: Hero, Culture, Digital, Engaged Data, Partnerships and Community.

## SALES

What we need to put into the channel to create all of the sales and how to pull the marketplace to us. When you put your brand into the marketplace, you're able to pull the market into you, attract the market to you. Most businesses are selling their products and their benefits into the marketplace, which means they have to push the market.

## END TO END (B-P-S-C)

Your Brand, Product, Channel, and Sales and how they connect together. When a business goes out to market with a Branding approach, its brand is linked to the sales, and they miss the channel and product pieces. With end to end, the Product and the Channel are being brought into the equation.

## SALES-LED APPROACH

From a growth point of view or a business point of view, this approach creates a spike in the market and then a dip.

## ASSET

Our belief is that there's one campaignable asset that can be brought up to the top of the business model and be driven through the whole of the revenue system. This is your core asset, your uniqueness, your herbs and spices.

Assets are often looked at on the balance sheet, but the definition set within our curricula talks about intangible assets. When you take the intangible core asset and you put it right at the top of the business, it changes the way the business looks and feels. It changes how we go to market. **Example:** A law firm that has systemised its whole process is an asset itself that can impact an industry.

## PUSH AND PULL

The answer to innovating your business is moving the business model from PUSH (most common) to PULL (desired). Push is typically selling products and benefits and driving through offline and online advertising with a sales-led campaign. Pull is pulling the market in towards us. We talk about purpose and through our asset we pull the market in. Eg. Apple don't need to talk about the product, they 'pull' people towards them through brand.

## TOP DOWN

The approach is Brand, Product, Channel, then Sales. It's where you understand the whole business cycle.

## BOTTOM UP

Starts at Sales. Where you build incrementally up. This costs more and takes longer. want to bring to the market and where you want to play. What you want to be known for and how you want to leave people feeling.

## BUSINESS DNA

The core, essence and distillation of the company brand offering, defining the asset and bigger value that sits within the organisation and how this aligns with the industry and the market. This is usually captured in a few words or a sentence and effectively demonstrates the heart of the brand and can be applied at all levels of business and creative activities.

## BRANDING

The visual identity and communications associated with a company/ product/ service. Usually defined by a logo/ logotype, colour palette, key messaging/ strap line, imagery, graphic treatment and tonality. Its the visual tone, the look and feel that sits around the business and is linked to the marketing that helps bring short-term sales through the door.

## BRAND CHOICES

Looking at the bigger picture of your brand, people and purpose and how this joins together to create the growth vision for the business.

**Advocacy** – People internally and externally, specifically chosen to promote the brand to their specific audience.

**Guru** – Individual, renowned in a particular area of work / industry / business. Font of knowledge, keynote speaker, innovator, market leader.

**Industry** – Niche market, person well known in sector.

**Celebrity** – People widely known and of social status.

## BRAND FAME

Getting people talking about, knowing and engaging with your brand.

## GLOSSARY

## BIG GAME

The wider opportunity, purpose and vision for what you want to bring to the market and where you want to play. What you want to be known for and how you want to leave people feeling.

## ELEVATOR PITCH

Concise and precise short explanation of you / your brand.

## PERSONAS

Character profiles crafted to bring to life target market customers and explore in-depth characteristics to allow companies project scenarios, offerings against that profile to gauge behavioural response, uptake and engagement.

## FUTURE MAPPING / TRENDS

Exploring past patterns of habits, activities and behaviours combined with looking at technological, social, environmental, political and economical landscapes - extrapolating them to form future scenarios for business.

## GROWTH TEAM

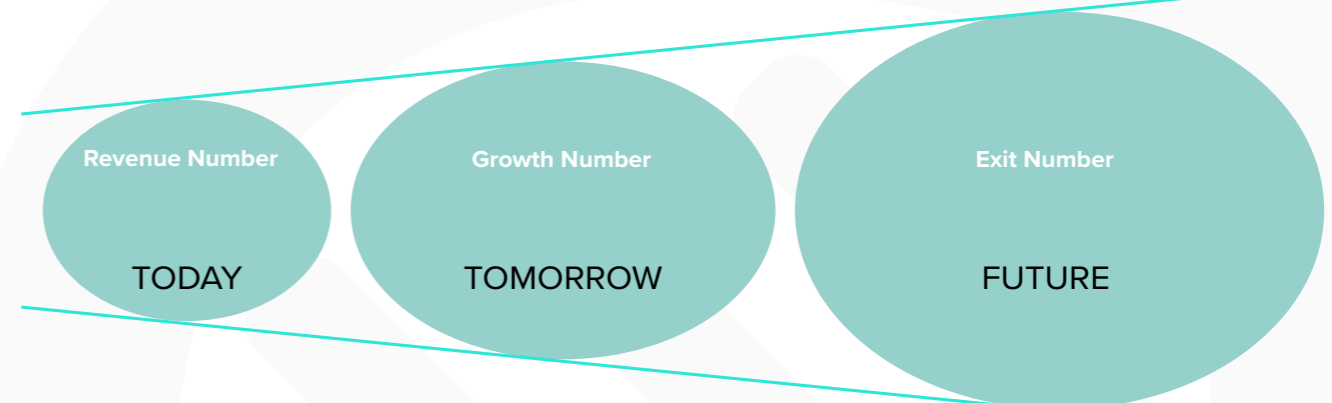
A team of people you build around you to complete the skillset you need to create your assets. Eg. Social asset creation skills are different from video creation skills.

## NOTES

# VISION

TODAY, TOMORROW, FUTURE:

What are you in the business of?



**Today I am...**

- Brand:
- Product:
- Channel:
- Sales:

**Tomorrow I am...**

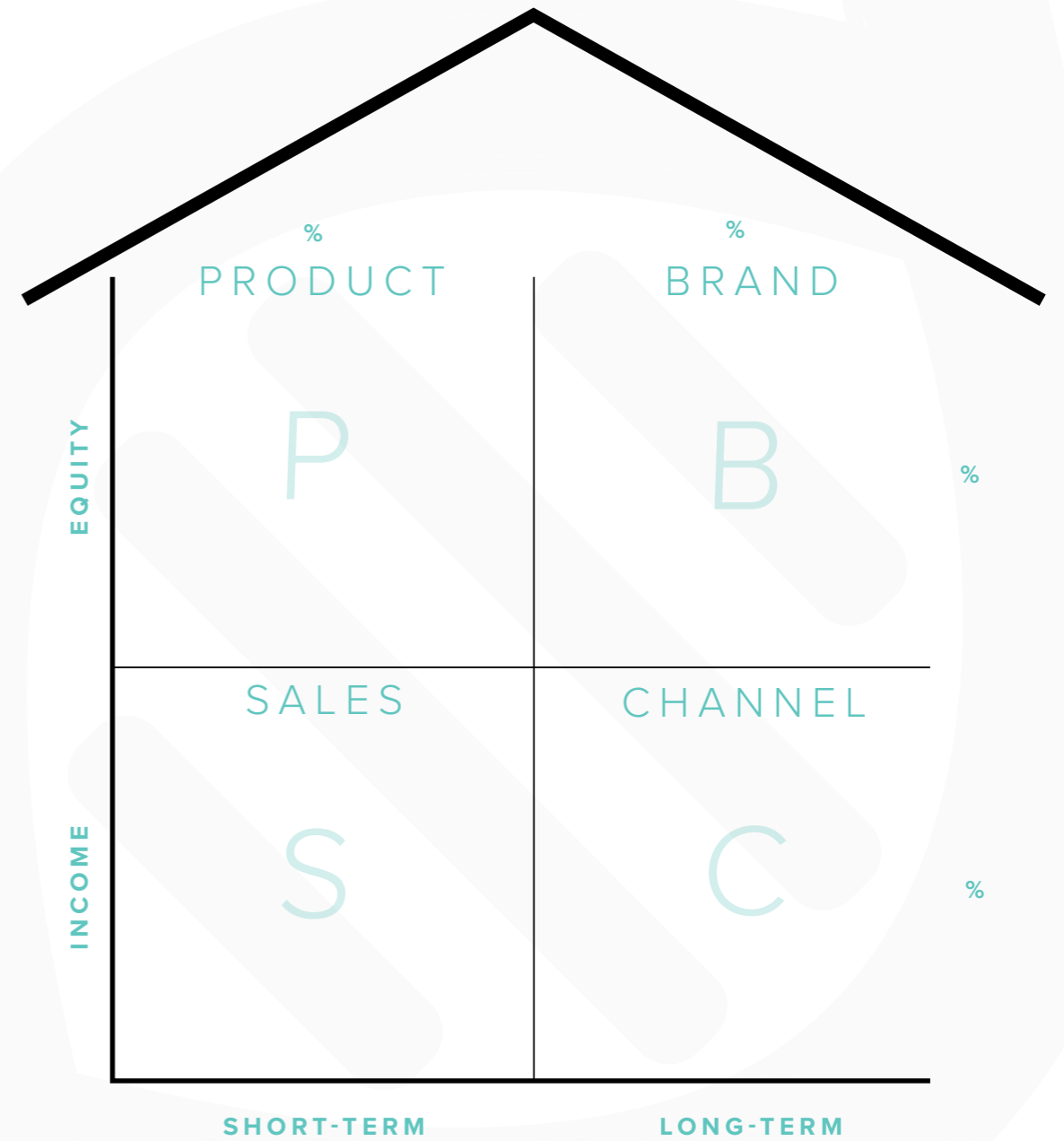
- Brand:
- Product:
- Channel:
- Sales:

**Vision for the future...**

- Brand:
- Product:
- Channel:
- Sales:

## NOTES

## DISCOVER **PORTFOLIO**



Rent 6 Months

Rent 5 Years

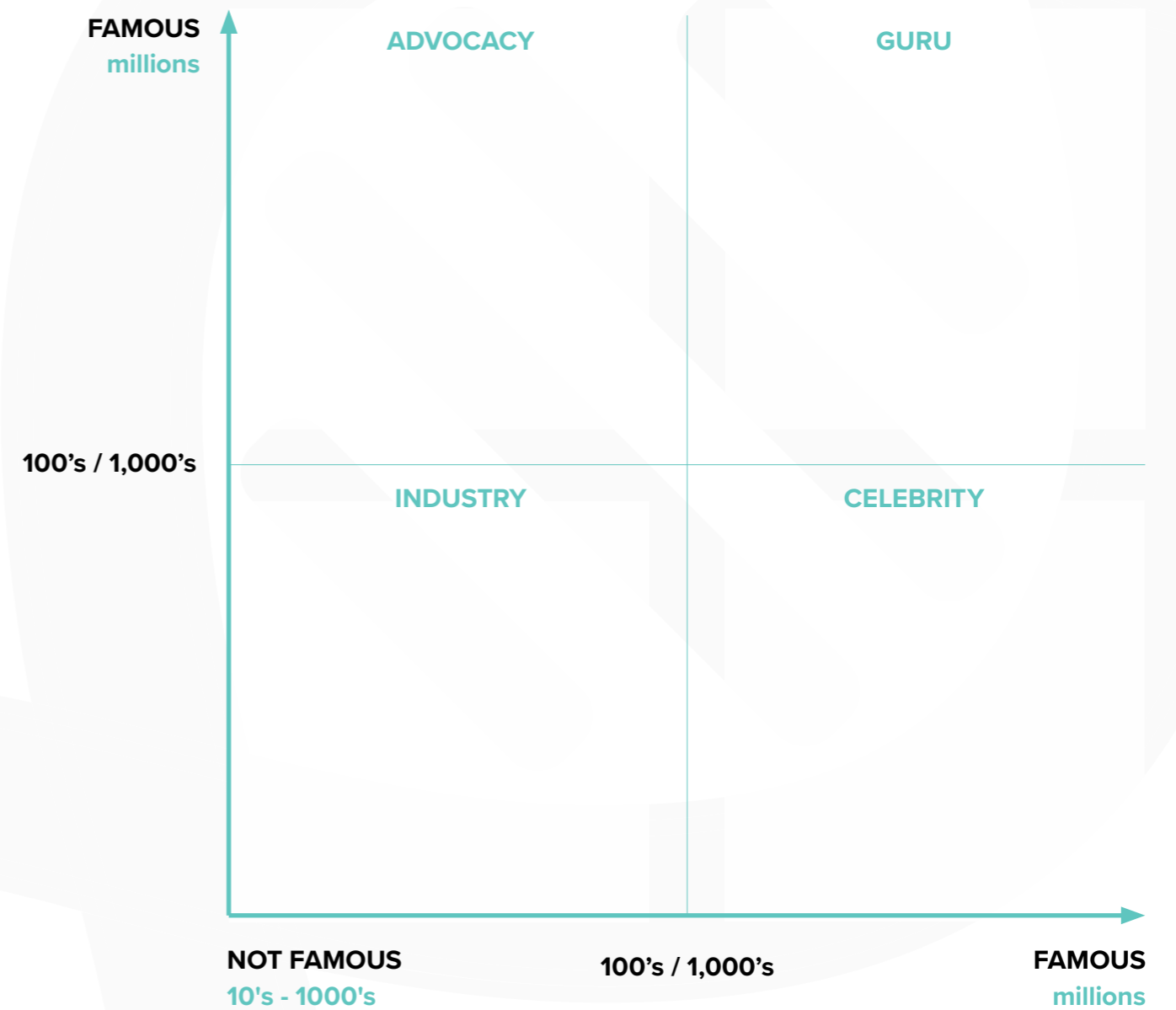
Renovate

Buy and Hold

## NOTES

# BRAND CHOICES

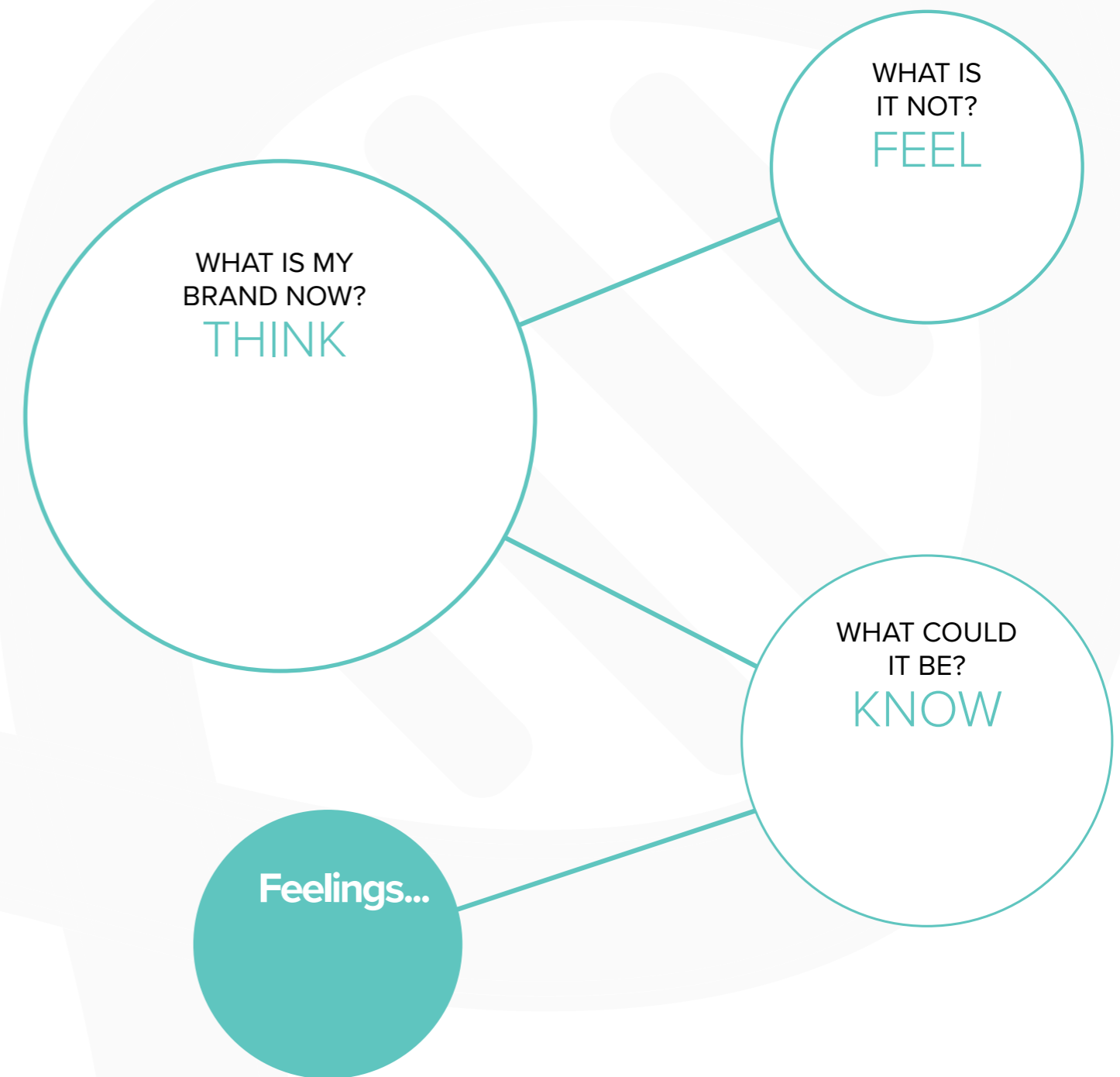
UNDERSTANDING YOUR FAME



## NOTES

# MY BRAND

GETTING UNDERNEATH MY PASSION



# GAP

## DISCOVER: **FUTURE TRENDS**

THIS  
HELPS  
YOU FIND  
YOUR  
**GAP**



### **PAST**

**1996-2006**

PRE DIGITAL



### **PRESENT**

**2006-2016**

DIGITAL ERA



### **FUTURE**

**2016-2026**

OMNI CHANNEL  
(ONLINE & OFFLINE)

OFFLINE

ONLINE

ON & OFFLINE

EXAMPLE: **FAME**

Celebrity  
Print



**PAST**

1996-2006

PRE DIGITAL

Social  
YouTube



**PRESENT**

2006-2016

DIGITAL ERA

Business  
Google



**FUTURE**

2016-2026

OMNI CHANNEL  
(ONLINE & OFFLINE)

OFFLINE

ONLINE

ON & OFFLINE

WHAT IS YOUR  
**GAP?**

What is your GAP?

What are the obstacles stopping you from getting there? Why?

## NOTES

# WHAT IS YOUR BIG GAME?

What do you want to be known for?  
What do people say about you when you're not in the room?

What's your bigger purpose?

How do you want to leave people feeling?

What's business model that sits underneath your purpose?

Write some action points that are going to make that happen.

## NOTES

## WHAT IS YOUR BIG GAME?

**What problems are  
you trying to solve?**

**How long will it take  
to get there?**

What's your timeframe? 2,3,5 years?

**How will you know when  
you are there?**  
What's your ROI?

**What are the rules  
of the game?**

What are your small steps to hit  
your big milestones?

## NOTES

# WHO

Who do you think your customer is?

Do you know the emotions of your customer?

## NOTES

## TARGET AUDIENCE



Who am I talking to - today?



Who could I be talking to - tomorrow?

Create 3 personas

NEW GEN

CORE

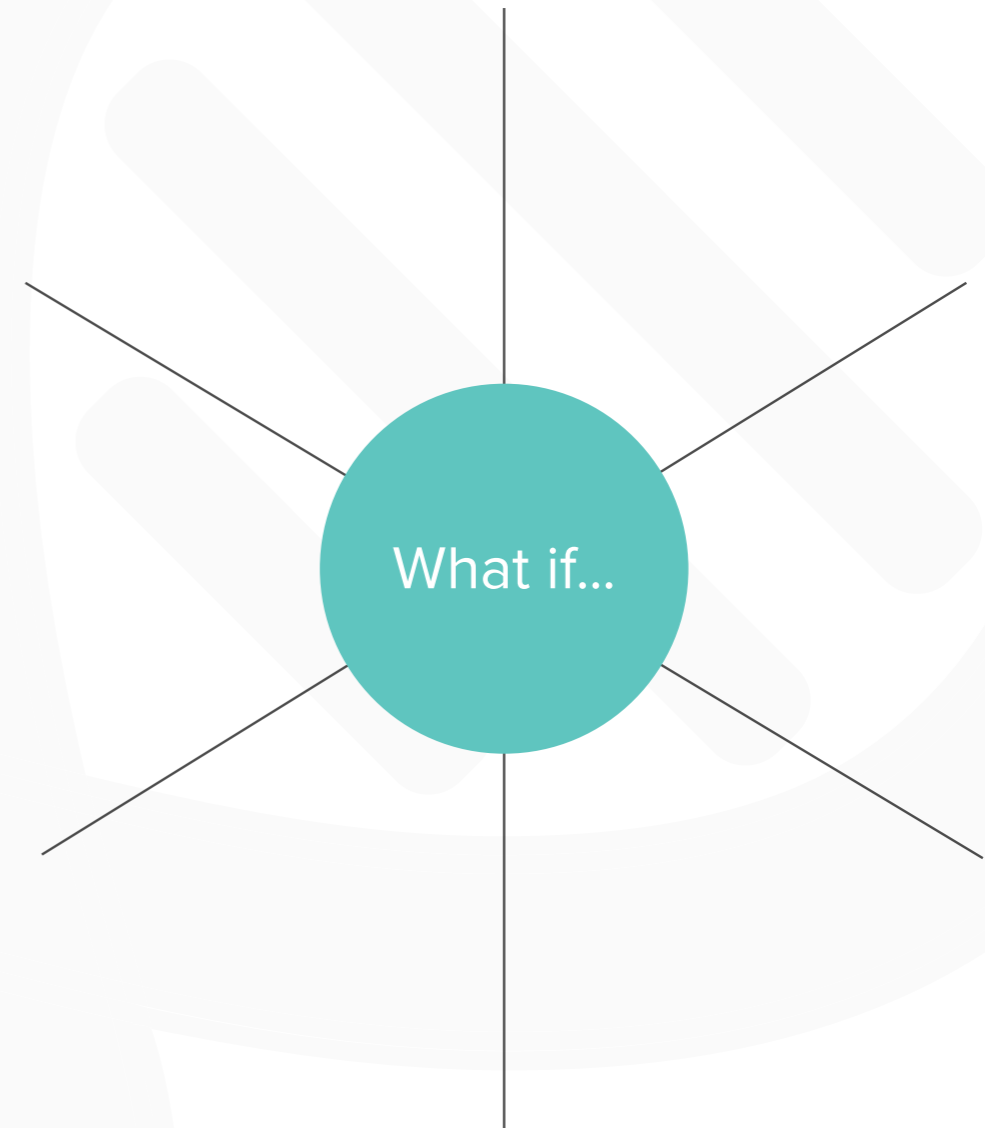
INFLUENCER

## NOTES

# PURPOSE

WHAT IF...?

LET THE MIND WANDER

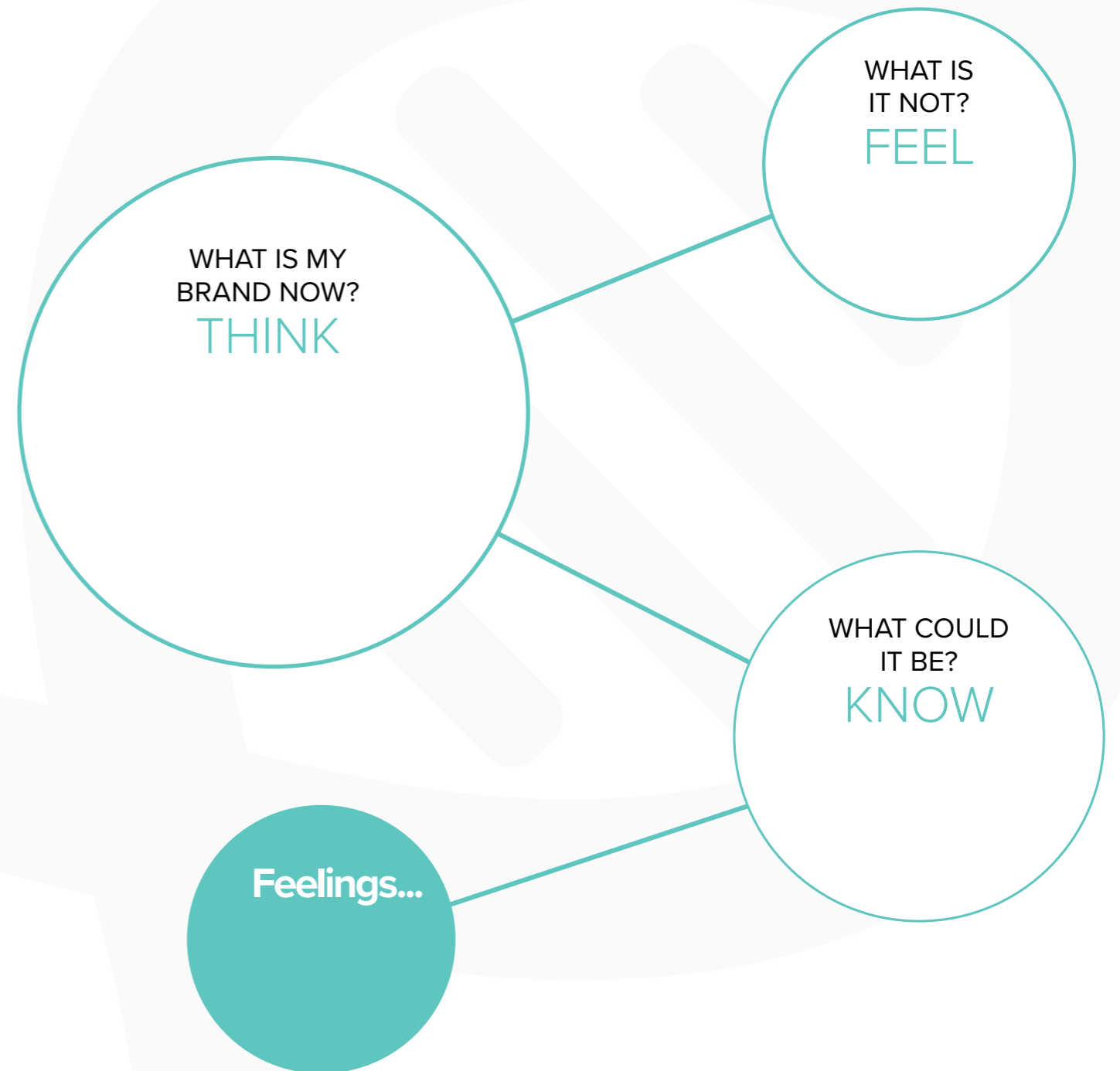


## NOTES

## MY BRAND

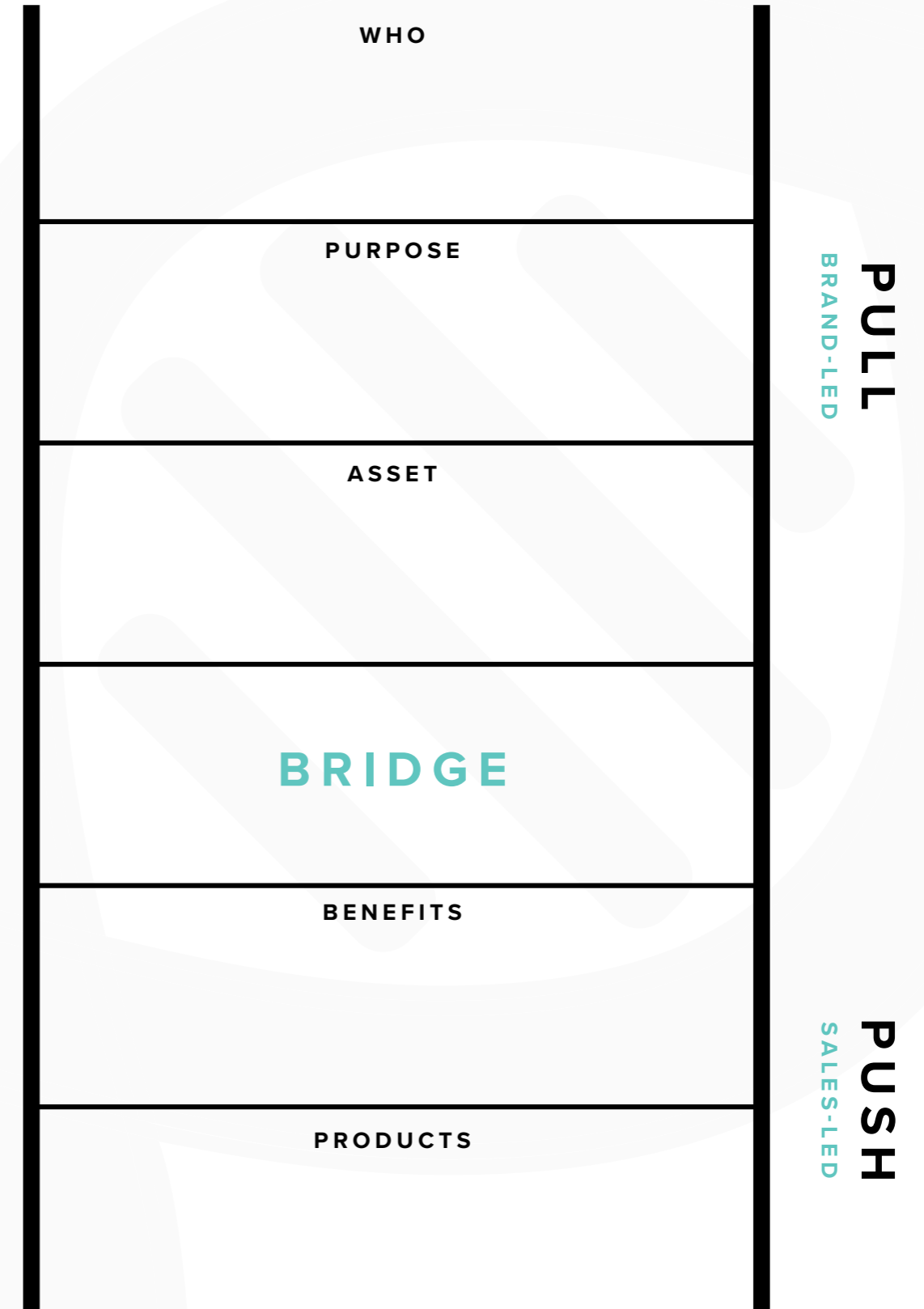
## GETTING UNDERNEATH MY PASSION

At this point in the course, we revisit what you are / not / could be with fresh eyes. We first did this in the [VISION](#) section earlier in this workbook.



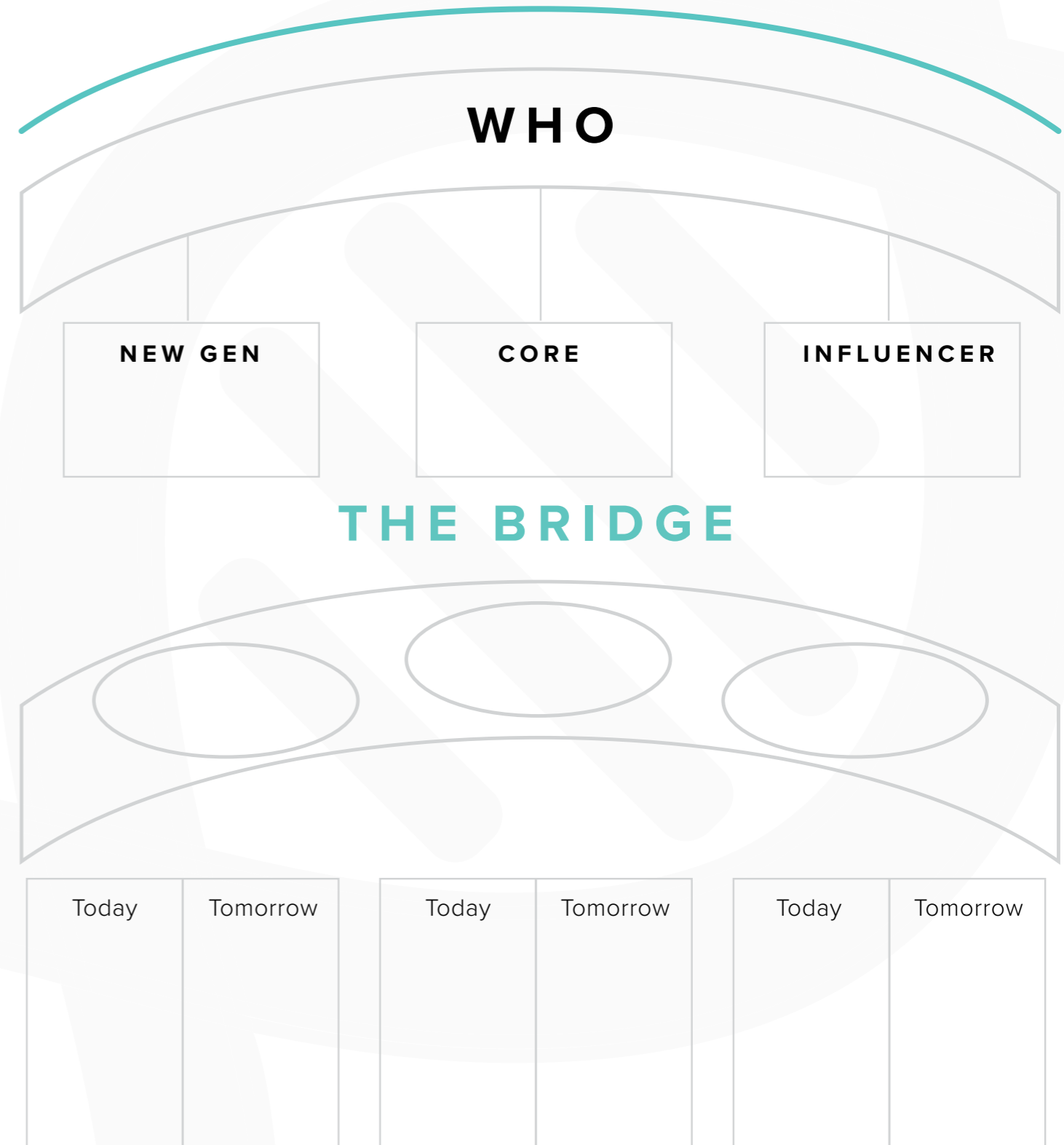
NOTES

DISCOVER **BRAND LADDER**



NOTES

DISCOVER **BRIDGE**



## NOTES

# ASSET

## FINDING YOUR ASSET

What is it you are good at?

What are you proud of?

Connect the core asset with the purpose.

Where does your asset sit?

Is it in your Brand? Is it in your Product?

Is it in your Channel? Is it in your Sales?

## NOTES

## WHAT ARE YOU IN THE BUSINESS OF?



= DIRECT MARKETING



= SOCIAL



= PROPERTY

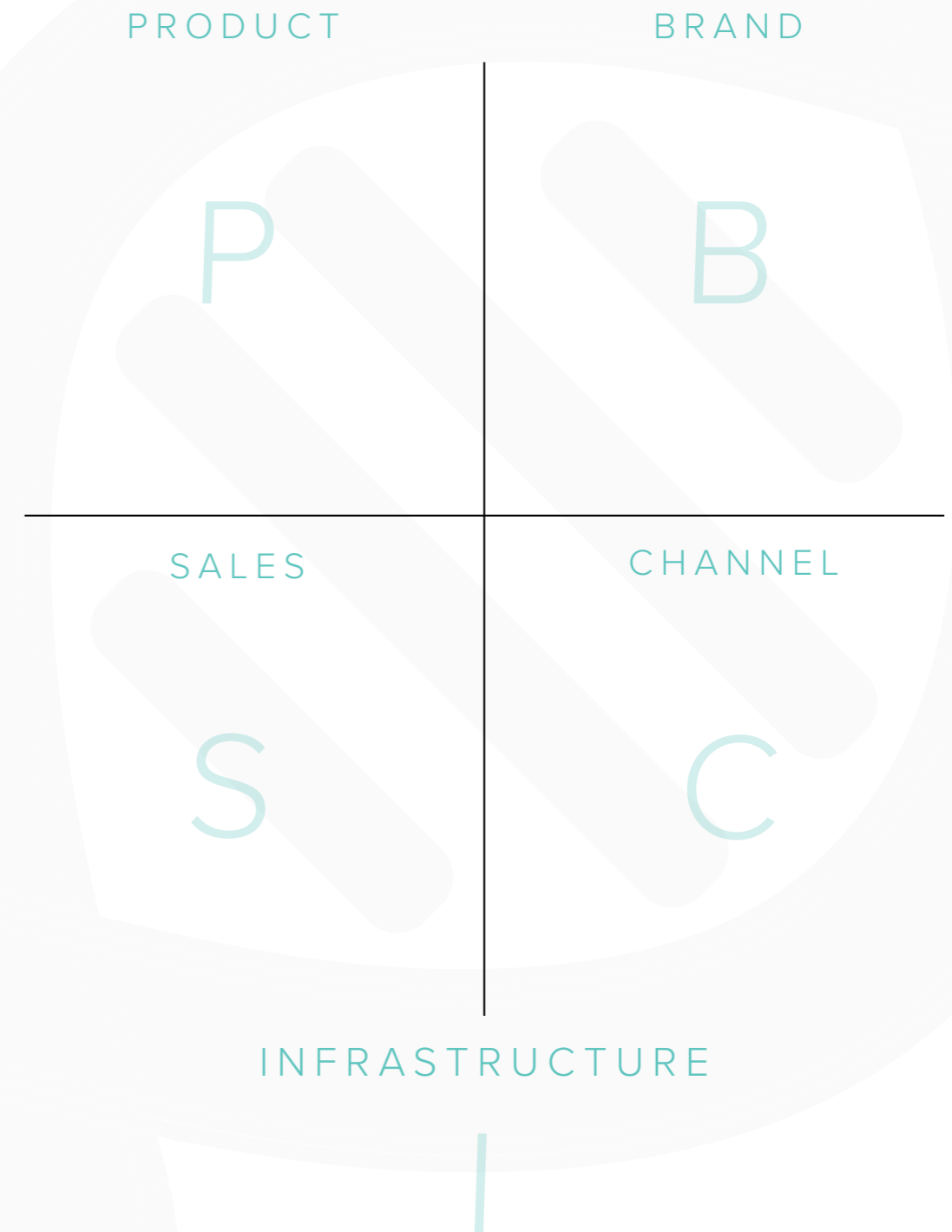
YOUR BRAND

=

## NOTES

DISCOVER **ASSET**

Write out everything you are good at under Brand, Product, Channel, Sales and Infrastructure and see where your Asset is sitting.



## NOTES

# PITCH

FINDING YOUR VOICE

## TONE OF VOICE

MARK THE SLIDING SCALE

### How you are today?

FRIENDLY — ALOOF

EDUCATIONAL — ADVISORY

ENCOURAGING — AUTHORATIVE

PERSONAL — IMPERSONAL

B2B — B2C

### How you'd like to be seen?

FRIENDLY — ALOOF

EDUCATIONAL — ADVISORY

ENCOURAGING — AUTHORATIVE

PERSONAL — IMPERSONAL

B2B — B2C

## ELEVATOR PITCH

10 second version

30 second version

What do you do?

Why do you do it?

The problem that you're solving?

The solution you provide

Your game - what are you known for and how do you leave people feeling?

## GAMES TO PLAY AT HOME

WRITE UP YOUR ELEVATOR  
PITCH AND PRACTICE

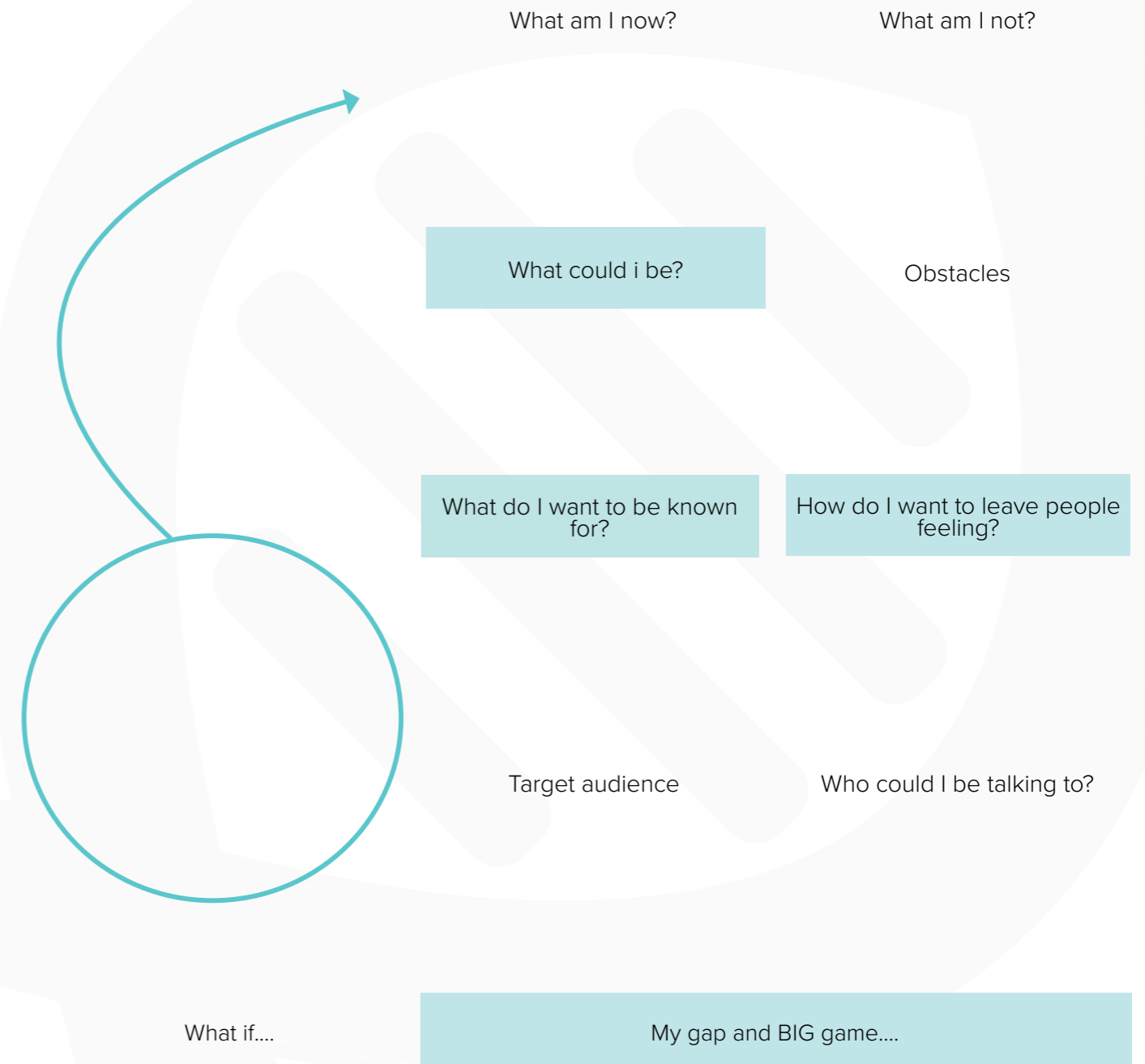
2 minute version

1. Practice in the mirror
2. To the closest person you know
3. A stranger, somebody you don't know

Document their reaction / response

## NOTES

## DISCOVER **BLUEPRINT**






DISCOVERING YOUR BUSINESS DNA.  
BUILD YOUR BUSINESS BRAND  
BLUEPRINT FOR GROWTH.

**ONE EARTH**  
BUSINESS SCHOOL


BUSINESS DNA  
WORKBOOK

BEAMED IN FROM

**ONE EARTH**

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