



DISCOVER **PERSONAL DNA DOCUMENT**

STRIKER/MID-FIELD/DEFENCE

MICRO VOICE -
WHAT DO YOU
STAND FOR?

WHAT DO YOU
WANT TO BE
KNOWN FOR?

**POINT OF
DIFFERENCE**

POINT OF
DIFFERENCE

CAMPAIGN STRATEGY

TOOLKIT

POINT OF
DIFFERENCE

HOW DO YOU
WANT TO SHOW
UP ONLINE?

TOPICS

PARTNERSHIPS

VISUAL TONE