

COMPANY HISTORY

company name	
why you originally named it that	
when you were established / how long you've been in business	
what you do as a company	
who your customers are	
the original (and present) size of your company	
what you intend to achieve with your brand and why	

PURPOSE, VALUES, & CULTURE

PURPOSE

Why do you do what you do? Describe your reason for being in business. What are the historical reasons? What are the ethical reasons? As a company, what are you passionate about? What is your business doing currently? What's next for it? What do you hope for the company's future?

VALUES

What principles guide your company's actions? What are its cultural cornerstones (e.g., customer commitment, integrity, responsibility, transparency, etc.)?

CULTURE

Describe your company culture. What are the attributes and characteristics of your company? Describe the attitudes and behaviors of your employees. How do they interact with each other and your customers?

WHAT DO WE DO?

Describe the major activities and services that your company performs and / or provides. Include a small subsection for each activity/service. In addition, include the following: a broad introduction to the industry in which your company operates; a description of how you have succeeded in doing what you do; and the challenges you've faced.

WHY DO WE DO WHAT WE DO?

<p>What drives you to do what you do as a company? (In other words, <i>Why</i> do you do it?)</p>	
<p><i>What</i> you do and <i>how</i> you do it are relatively easy to describe — but customers relate to <i>why</i> you do what you do.</p>	
<p>What is your company's primary belief, purpose, or cause? In other words, <i>Why</i> does your organization exist? (The answer to this question is the KEY to your brand story.)</p>	

POSITIONING & STRATEGY

your company's pursuits	
its marketplace	
your long-term vision and strategy	
and how your brand aims to reach its goals	

BRAND ATTRIBUTES

BRAND MESSAGING	<p>What are your company's brand-messaging attributes (e.g., tagline, value proposition, logo, etc.)?</p> <p>How do they support your company's values and reason for being?</p>	
MISSION STATEMENT	<p>What is your company's mission statement (i.e., written statement that describes your organization's purpose/overall intention)?</p> <p>How does it support your company's values and reason for being?</p>	

BRAND ATTRIBUTES

VISION	<p>What is your company's vision (future aspiration / goal)?</p> <p>How does it support your company's values and reason for being?</p>	
BRAND PERSONALITY	<p>What is your company's brand personality (i.e., the human characteristics associated with your brand name)?</p> <p>How does it support your company's values and reason for being?</p>	

STORY-FRIENDLY FACTS & FIGURES

List some story-friendly facts and figures about your company to help support your brand's story.

EXECUTIVE BIOS

Provide bios (one to three paragraphs) for each of your company's key stakeholders (e.g., CEO, VPs, CMOs, etc.), including their background, their current roles and major contributions within your company, and the ways in which they support your company's values, vision, and goals.

name	
title	
bio	

name	
title	
bio	

name	
title	
bio	

name	
title	
bio	



DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.