



Step by Step Guide: How to Brainstorm Your Brand's Word of the Year

Inspired Insights from **LRobInspires**

STEP-BY-STEP GUIDE: HOW TO BRAINSTORM YOUR BRAND'S WORD OF THE YEAR

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It's more than a trendy exercise.

Why should my brand choose a word of the year?

Business goals can get complex, but having one word that sums up your current focus simplifies things.

Your word of the year will serve as your brand's North Star—guiding everything you do.

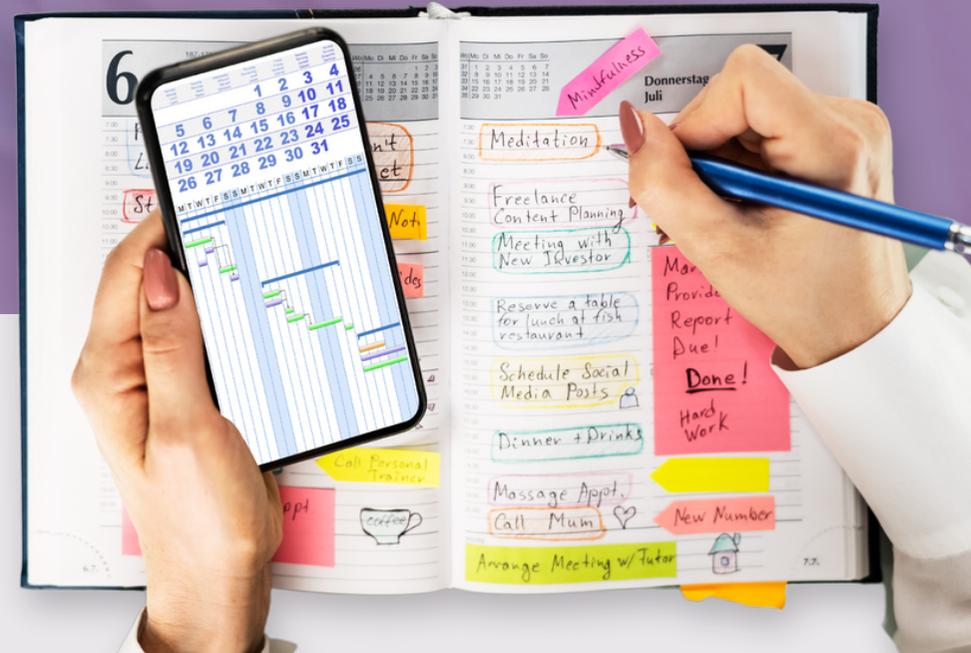


Schedule a Brainstorming Session

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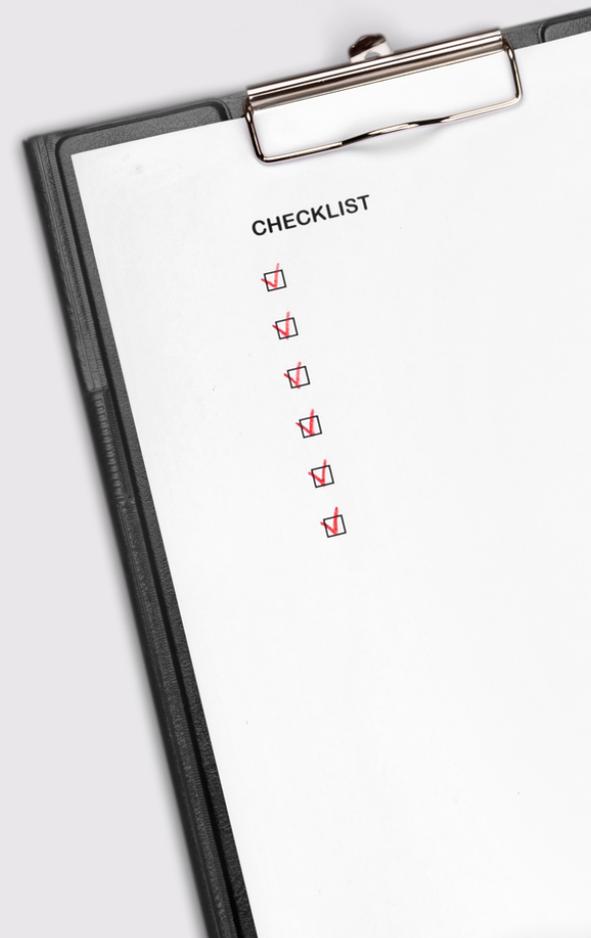
- Schedule a dedicated time to collectively discuss and brainstorm with your team or trusted advisors (those that truly embrace your mission).
- Express your excitement and encourage individual, private contemplation before the group session.

P.S. If you're the only one on your team, no worries! You can follow this entire plan solo and it will still be effective.



Before the Brainstorming Session

- Support your team's involvement by providing them with a list of questions to consider and answer ahead of time.
- These questions should help guide the vision-casting process, focusing on core values, goals, brand essence, and emotional impact. Here are some ideas:
 - a. Reflect on our core values. What do they mean to you?
 - b. What part of our values do we want to emphasize or reinforce within our company culture and client experience this year?
 - c. Explore how specific aspects of our values can be emphasized to enhance both internal culture and client interactions.
 - d. What overarching goal or aspiration do you think we should achieve this year?
 - e. Envision the big picture for our brand. What accomplishments can help us get there?



Before the Brainstorming Session

1. What areas of improvement or growth do you envision for our business this year?
2. Pinpoint precise aspects of our business for growth and development.
3. What terms or phrases have represented or aligned with the essence of our brand or encapsulate our mission? Encourage the team to recall words frequently used in messaging or when describing the brand.
4. What emotions or feelings do we want our employees and customers to associate with our company in the upcoming year? Delve into the emotional driving force behind our brand's mission and impact.
5. Finally, encourage team members to individually select three words on their own.



During the Brainstorming Session

Introduction

- Acknowledge the significance of setting a 'word of the year' for your brand.
- Emphasize its role in shaping business choices and direction for the next 365 days.
- Explain the simplicity and memorability of a single word to drive clarity.

Brainstorm and Discuss

- Look for common patterns and narratives in the responses.
- Highlight and circle recurring values and goals that matter most to the team.
- Take 5 minutes for each team member to individually select three words.
- Have everyone present their ideas during the group session.



During the Brainstorming Session

Make Your Selection

- Write down all ideas on one page and discuss each option.
- Narrow it down to the top 3 words for further consideration.
- Run each of the top 3 options against the final test question: *"What word, when applied to every decision and action, can help drive positive change and progress within our organization and help fulfill our mission?"*
- Based on the responses and discussion, make the final selection for the word of the year.



Bonus Example: Our Word of the Year

At LRoblInspires, we've seen firsthand how this practice can elevate an organization. After brainstorming and vision-casting ourselves, our team decided...

OUR WORD OF THE YEAR FOR 2024 IS RESPONSIBLE.

Going into 2024 we want "responsible" to be at the forefront of everything we do. This word reflects our heightened awareness and passion for taking ownership of all aspects of how we service our clients and operate as a business and as individuals.

We want to be conscious of the products we are using and purchasing as a brand. Ensuring they are fair trade and sustainable. Researching and knowing where they are sourced, what they are made from, and if employees are being paid fairly. "Responsible" will carry us through every aspect of our brand. From driving our efforts to choosing who we work with. After all, one who does good gives back and considers the impact they make on the world.



It's more than a trendy exercise.

Setting a word of the year is more than a trendy exercise. It's a powerful tool to shape the course of your brand and business.

It's amazing how one word can create a cohesive company culture. It will bring clarity and it will align your team with a shared focus. Surely, we believe it will help bring your vision to life.



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