

Thanks for tuning into Field Points! Here are some questions to get you started on re-thinking your brand. Jot down some notes and get the conversation rolling with your team.

**1. What is our WHY for being in business?**

**2. What problem do we solve?**

**3. Who do we serve?**

**4. What makes us unique from our competition?**

**5. What do we want our customers, employees, and community to say about us when we're not in the room, and how do we make them feel?**

Once you've agreed upon some shared values, put your responses in writing; post them in a common space; and reference them often as you make decisions that guide the future of your business. Tell us about your brand process - tag Ceres Solutions on social media!