

DAY 5 : SECRET MISSIONS

WARM UP

15 minutes

MINING DATA : INDIVIDUAL ASSIGNMENTS

2-3 Group Members

We've printed out and grouped your team's submissions for the Image-Identity Gap and the Experience Map individual assignments.

1. Read and re-read this set of individual assignments.
2. Post 1-3 key insights from each assignment.
3. Post 1-3 key opportunities from each assignment.
4. Find your brand's mission statement (if existing).

What are the key topics and themes that emerge?

Write one post-it per thought and put it on the whiteboard. Saturate the white board!

MISSION CONTROL : DIGITAL ETHNOGRAPHY

2-3 Group Members

Depending on your situation, your brand might not have an online presence at all. If so, briefly survey who you would consider your competitor.

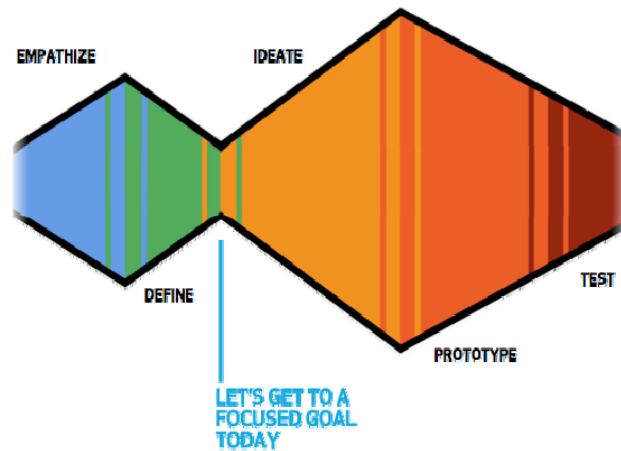
1. Skim through your brand's website and blogs.
2. Skim through the 15 most recent fb / twitter posts.
3. Find your brand's Klout.com score and personality
4. Check out www.moat.com for latest banner ads.

What are the key topics and themes that emerge?

Write one post-it per thought and put it on the whiteboard. Saturate the white board!

DEFINE GOAL

30 minutes



Take a moment to step back and look at all the work that you've done already!

OBJECTIVE : DEFINE A POTENTIAL 'SINGLE FOCUSED GOAL' FOR YOUR PROJECT

For the first 15 minutes, come up with as many as you can, and then whittle it down. It's okay to have 2-3 contending statements at the end of this class, but we do want you to write them all down. We hope you will meet up with your teams again soon to refine this.

Remember that it must be **CONCRETE and MEASURABLE**.

For Robert Chatwani's goal was to "Get 20,000 South Asians into the bone marrow registry in 6 weeks."

SHARE-OUT

10 minutes

Join up with another group next to you.

Odd number groups go first.

Present your 'single focused goal' and why (3 minutes)

Other team listens and reacts (2 minute)