

BUILDING A FAMILY BRAND

Great families happen on purpose, not by accident.
Passionate & intentional team.
Story of Shake Shack.



**What is a brand that
stands out to you
right now?**



FAMILY IS THE FIRST IMPRESSION OF GOD ON A CHILD

A brand is the holistic representation of an entity and the perception it has in the minds of its audience.

WHAT IS A FAMILY BRAND

A family's brand is the perception and emotional connection that people have within your family.

The brand encompasses everything from the messaging, values, and overall identity of the family to the visual elements like a logo, the home, tokens, and branded products.

Strong brands are built on consistency, authenticity, and meaningful interactions, creating loyal children and driving long-term success.

STORY CREED ICONS RITUALS LANGUAGE ENEMY LEADER

Your brand needs to have a story or a background. It tells where your brand originated from and gives viewers or consumers something to connect with and something they can believe and trust in themselves.

This tells what you believe in and how you might be different or similar to other belief systems out there.

These are quick associations or flashes of meaning that are associated with your brand. They can be visual, a particular smell, sound, ways of doing things, traditions, places.

Rituals are a repeated an experience associated with the brand.

All belief systems or brands have their own set of language and words with a special meaning for those who buy into the belief system. If someone wants to be "part of the group" they need to learn the associated words.

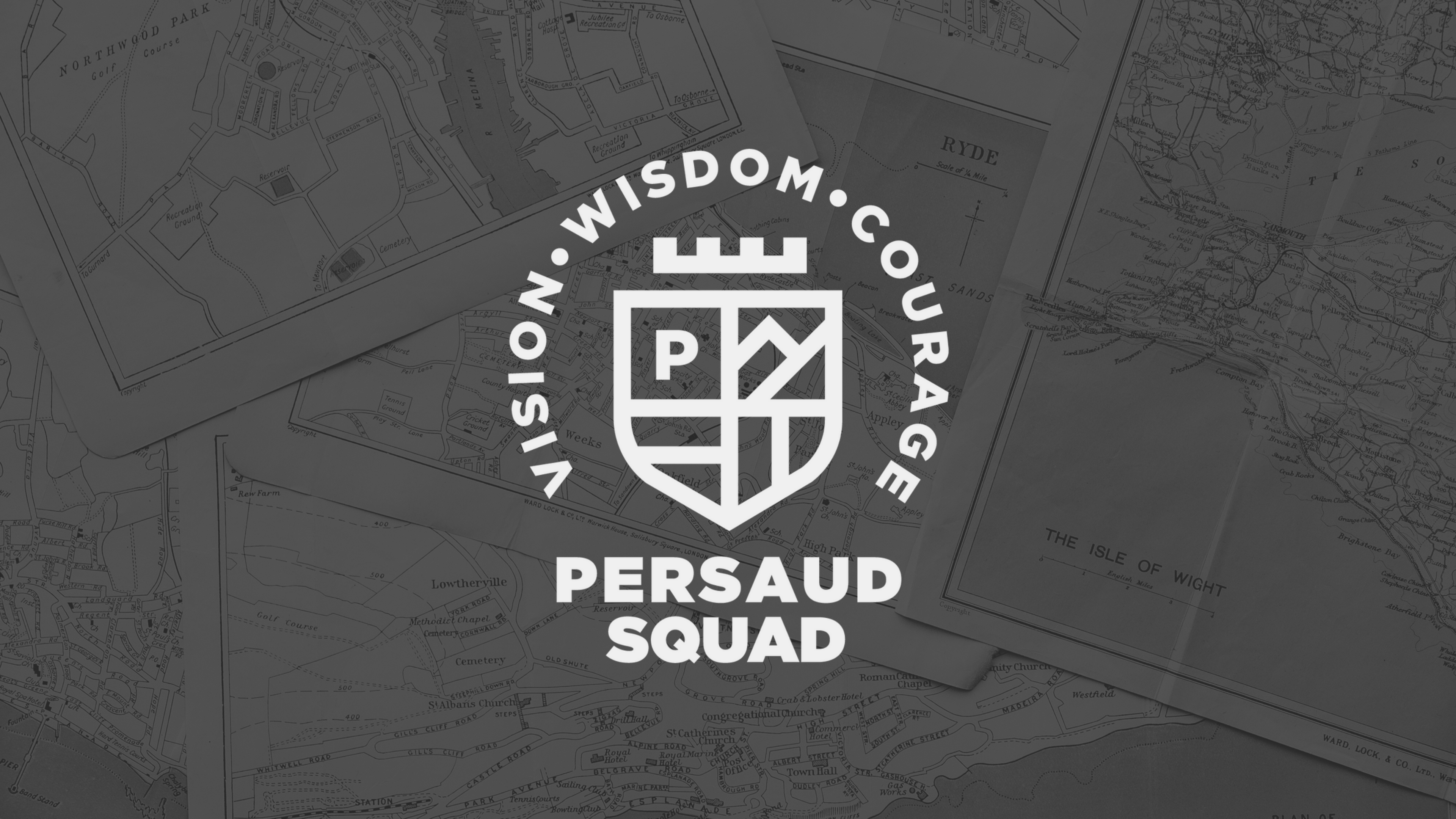
For every belief system there is a group of anti-believers. It identifies who and what the brand is or is not. It can also give you a good idea of the direction you want to take your brand or which directions to avoid.

Finally, there needs to be a leader. People who set out against all odds to recreate something in the world in their vision.

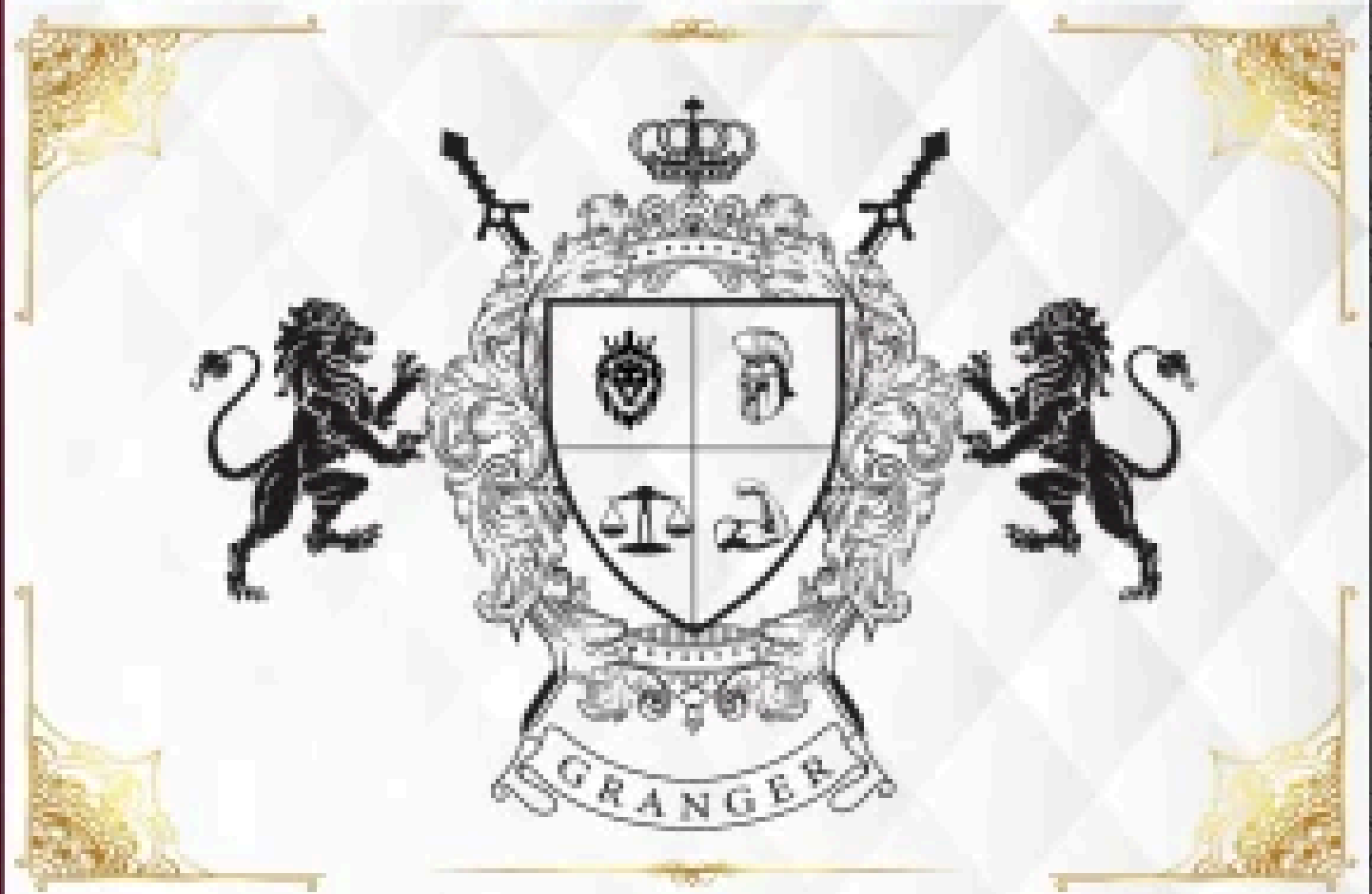
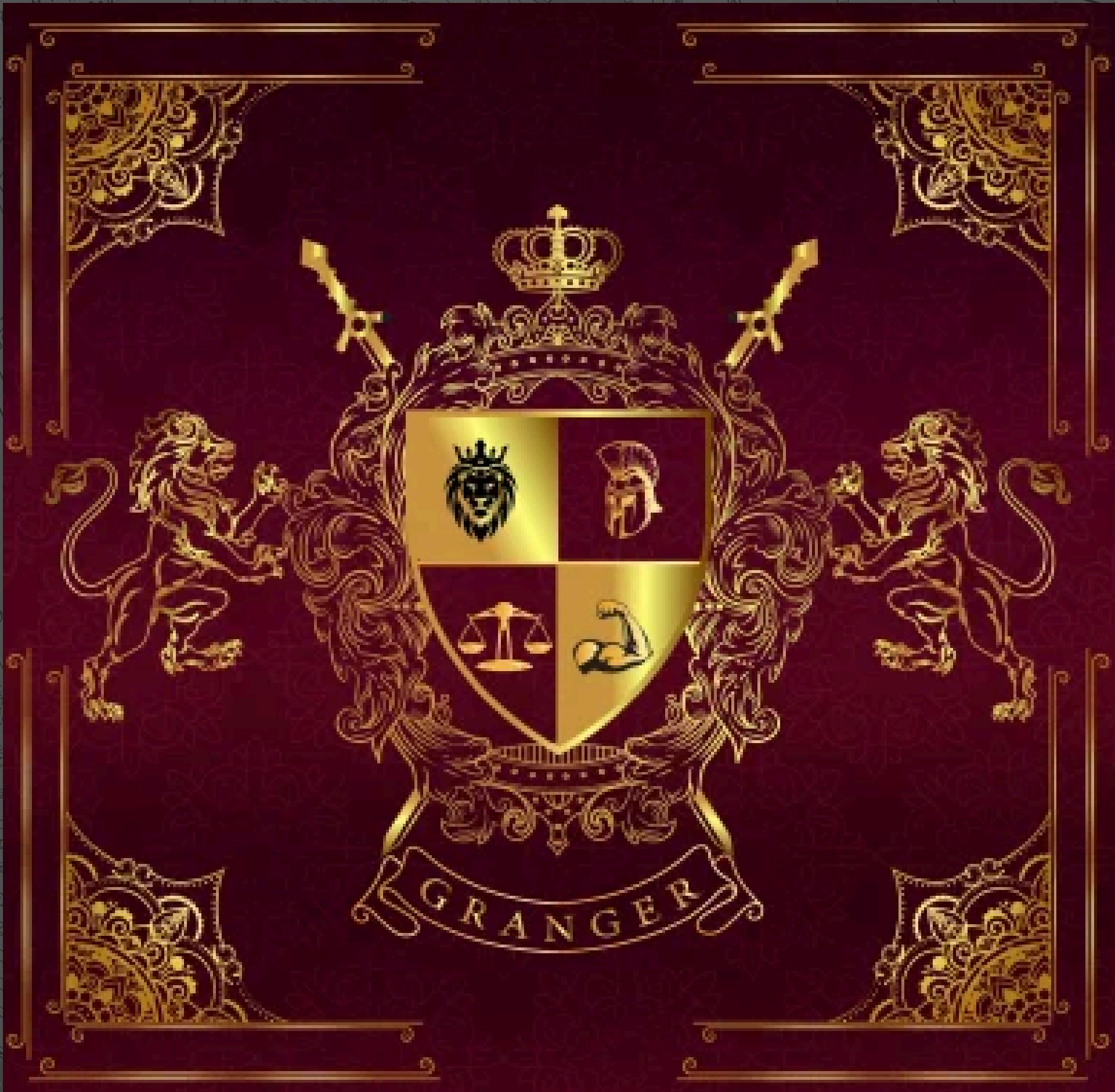
NOISIV
WISDOM.
COURAGE



PERSAUD
SQUAD







WISDOM.
COURAGE
NOISIN



**PERSAUD
SQUAD**

Team name



Shield = team

Crown = God-given pillars

3 clarifying words

3 icons = clarifying words

- Crew
- Gang
- Squad
- Tribe
- Family
- Team

Let's start with the end in mind

Psalm 128

Be intentional as a father and mother.

Abraham is our Biblical model.

We are building a multigenerational family team on mission.

Be the guide to invite our kids into something greater than themselves.

A NEW MODEL

Jer 6:16 Stand at the crossroads and look; ask for the ancient paths, ask where the good way is, and walk in it, and you will find rest for your souls.

Western vs Biblical

Elevates the individual.
The industrial revolution.
Junior knows best.

Generational thinking.
You are part of something greater.
We are on a mission.

Western

Individual is the most important thing

It's all about safety

Nuclear family: safety and consumption (1950's)

Need no one, depend on no one

Only the rich can achieve it

Factory moved financial support away from the family

Quick shallow results

Dad goes off to work for another man's family for the entire day

Fathers separated and find meaning outside the home

Ancient

Have many children

We are trustees of the family identity for generations

School integrated with business

The farm: long-term results (Bok Gardens)

Moms are part of the family business

Dads are at home integrated and teaching

The household is the center of identity

Teach the kids our craft

Fatherhood goes with you everywhere



Describe the model are you using?

The good, bad, & ugly

01

The Roadmap (Statements)

Why are we on the journey as a family (purpose)

Defining a destination we are headed to (vision)

Define how we will get there (mission)



Refine your statements as you get clarity

Share an updated statement

02



Compass

4 God-given pillars that guides our families.
Build on the rock and let it shape us.
Surrounds us with his favor in 360 degrees.

What story do you want told?

- Start with the end in mind
- Those closest to us (our spouse & children) would admire us the most.
- Illustration: The tallest buildings have pillars that go beyond the sand to rock.
- You want to build a strong and lasting family. You need pillars that go to the rock.
 - Success is not found in our own truth but in God's truth.

Know God • Find Freedom
Discover Purpose • Make A Difference

What pillar are you naturally strong?

Which pillar did you find has the greatest opportunity for growth?

What activities did you identify would help you strengthen your pillars?

KNOW GOD

FIND FREEDOM

DISCOVER PURPOSE

MAKE A DIFFERENCE

What are family values?

Our unique ways of doing team.

Work together to create 4 to 8 values that define how you do family.

Allows us to say, "WE"



Needs to be ACTION ORIENTED

They lead how you believe and how you make decisions



Needs to be MEMORABLE

They need to be sticky and easily understood by a child



Needs to be EMOTIONAL

They need to be sticky and easily understood by a child



Needs to be CLEAR

Ambiguity and vague are the enemy of values and strong family culture

Should be PORTABLE

You should be able to take them with you wherever you go.

(home, vacation, church, school, work, a restaurant)



BUILD on each other

Values need to work together and not contradict each other

Assignment for next week

Write a draft of your family values