



BRAND BACKSTORY

POSITIONING STATEMENT

A functional description of our position in the marketplace

The *Uncommon Individual Foundation* is a registered 501(c)(3) non-profit organization that studies, develops and applies the art and science of mentoring to help focused individuals work toward the achievement of their dreams, and aids entities of all kinds in creating a culture of active mentorship for individuals within their organizations.



ELEVATOR PITCH

A quick, memorable explanation of who we are, what we do and how we do it

The **Uncommon Individual Foundation** seeks to unlock the potential of every individual through the applied power of mentoring.

BRAND FOUNDATION

Vision

The singular goal we seek to achieve

To enable focused individuals to develop their unique abilities to achieve their dreams (goals).

Core Values

The foundational concepts of who we are, and how we do what we do

- Every person is unique, and requires help to achieve their full potential.
- Before one can achieve, one must have a goal.
- A dream without action is nothing more than a wish.
- Every individual is only as strong as the mentoring resources they cultivate.
- Access to the right encouragement, tools, and guidance is far more valuable than money.

Brand Promise

The promise we make every purchaser

When engaging with the **Uncommon Individual Foundation**, individuals and entities get access to expert, personal guidance and the comprehensive suite of mentoring tools and techniques needed to help ensure success.

TARGET AUDIENCES

The people who buy, or influence purchase of, our products

Primary

USERS

Individuals seeking to achieve their dream(s)

SPONSORS

Any organization seeking to develop a mentoring culture

Secondary

TARGETED SECTORS

Currently Education, Small/Startup Business, Large organizations (corporate, civic, charitable)

Tertiary

MENTORSHIP RESOURCES

Individuals willing to engage in mentoring

PRIMARY MARKETING MESSAGE

The message we should be consistently taking to market

The *Uncommon Individual Foundation* can give you access to the art and science of mentoring that can enable personal happiness when diligently applied to the fulfillment of your dreams.

BRAND ATTRIBUTES

The things that make us what we are

- All things “mentorship”
- Genuinely interested in every human’s full potential
- Dedicated to making esoteric theory applicable to everyday life
- We are where the (mentoring) conversation starts
- World leader in the art and science of mentorship

BRAND PERSONALITY

If the company were a person...

- Expert
- Approachable
- Solutions-oriented
- Inspiring
- Caring
- Focused





KEY BRANDING INSIGHTS & OPPORTUNITIES

*Mentoring is a process.
Personal happiness is its product.*

Mentoring is one of those words that everyone seems to know, but has a very hard time explaining in simple terms. And that's completely understandable given its ability to encompass a vast variety of human activities including (but certainly not limited to) teaching, listening, advising, encouraging, cajoling, empathizing, sharing—you get the picture. Mentoring is any thing and every thing it has to be to serve its primary purpose: aiding focused individuals to achieve their full human potential.

BUT THAT'S THE PROBLEM:
ITS "EVERYTHING-NESS."

Trying to communicate (or market) such a powerful, broad-reaching process is next to impossible (as our Brand Assessment interviews proved). How is the **Uncommon Individual Foundation** supposed to get that massive message out to the marketplace of ideas with the limited resources at its disposal?

**BY FOCUSING NOT ON THE PROCESS,
BUT THE PRODUCT.**

When you really think about it, the thing that unites all of the **Uncommon Individual Foundation's** disparate programs is what they are designed to do:

**UNLOCK THE UNCOMMON INDIVIDUAL
INSIDE EVERY PERSON THOSE PROGRAMS
TOUCH BY ENABLING EACH TO BECOME
"THE ENTREPRENEUR OF THE ENTERPRISE
OF THEIR LIVES."**



PROCESS:
MENTORING
PRODUCT:
HAPPINESS

Mentoring is the means. Personal happiness is the dream. No matter if it's an entity or an individual, those who engage with the **Uncommon Individual Foundation** are all after the same thing. And that's the fundamental message you take to market in each and every brand-level communication.

MENTORING IS THE FOUNDATION ON WHICH PERSONAL SUCCESS CAN BE BUILT.



Can you be a foundation and not write checks?
Yes—when you’re the foundation for a whole lot more.



As pointed out by many Brand Profile interviewees, your name is both a minor blessing and a mild curse. At its best, the “Uncommon Individual” part of the name is a nice conversation starter. Several interviewees mentioned that at first they had no idea what an Uncommon Individual was, or what the organization meant by it/how it worked. But they all responded that they wanted to learn more. And that’s a very good thing.

But as many interviewees pointed out, the “foundation” part of the name was a bit problematic as it implied that it was a grant-awarding entity like other charitable foundations—which it plainly is not. So how do you keep the good energy flowing while clarifying understanding about how the Foundation works and what you can expect from it?

BY REDEFINING WHAT “FOUNDATION”
MEANS WITHIN THE CONTEXT OF WHAT
THE FOUNDATION DOES.

Here’s that idea in action:

Mentoring is the foundation on which personal success can be built. While a grant of dollars may be able to help with short-term, tactical obstacles, the mentoring programs, services and expertise provided by the **Uncommon Individual Foundation** help individuals and organizations create a lifelong strategy toward specific success. Our Foundation provides the foundation for you to achieve your dreams through the applied use of mentoring.

This type of language should find its way into every detailed communication about **UIF**. Doing so should go a long way toward solving any confusion both internally and externally.