



# BUILDING YOUR MOJO

**KEVIN GAMMIE**

Author of "Finding Your Business Mojo"

Need some help? You can e-mail  
[kevin@growthmentors.com.au](mailto:kevin@growthmentors.com.au)

# Building Your Mojo – Culture – Brand Promise

Remember this is about ensuring that your business is aligned to the core purpose of helping clients and that the values all complement each other. Look to ensure that no box in the matrix below contradicts any other once complete.

Values	Character	Standards	Expectations	Benchmarks
Remember the Values are simply the things that important about a business like yours in the eyes of your clients, that are also important to you. (Please do not include Honesty, integrity, professional as we should take that as given)	<p>To determine the Character or style of the business that will be attractive to clients.</p> <ol style="list-style-type: none"> <li>1. Choose an industry that has that Value at its core (this is so you can contrast good from average or poor performance)</li> <li>2. Choose the shining example that stands out (Your Hero)</li> <li>3. What is the Key Characteristic that makes them stand out from the crowd? That's the Character you want to emulate</li> </ol>	<p>These are simply the rules that determine acceptable behaviour in your business.</p> <p>What Rule does your hero apply every day in order to be the character they are!!!</p> <p>Please check if these apply:</p> <ol style="list-style-type: none"> <li>1. It must always be able to be true</li> <li>2. It must Support your mission</li> <li>3. It must always support the business being profitable</li> </ol>	<p>What does your hero expect from their clients (audience) in return for them being how they are?</p> <p>For Example: Are they expecting Loyalty?</p>	<p>Now turn that expectation into a benchmark for your business to measure.</p> <p>This will create a dashboard for you to manage the business.</p>
1.				
2.				

# BUILDING YOUR MOJO – CULTURE – BRAND PROMISE



Values	Character	Standards	Expectations	Benchmarks
3.				
4.				
5.				
6.				
7.				