IP BEST PRACTICES

Behaviour Brand

A best practice shared by Henno Janmaat.

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Behaviour Brand

Formulate a unifying slogan that describes your identity both to the outside world and to the inside world.

Key steps

Try to formulate a unifying slogan, that describes your identity both to the outside world and to the inside world.

It should be describing the kind of customers you are looking for, as well as the kind of products and services you are making for those customers, as well as the kind of people you would like to have in your company.

Famous examples of behavior brands include 'Just do it' (Nike) and 'Think different' (Apple).

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



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