

The RallyPoint Guide:

5 steps to build a believable brand



Your brand isn't just a logo or a tagline. It's a belief—a unifying idea that shapes your strategy, inspires your team, and resonates with your customers.

This worksheet will walk you through five proven steps to uncover your brand's RallyPoint, so you can move beyond scattered messaging and start leading with conviction.

Use it with your leadership team, creative partners, or even key customers. The more perspectives you invite, the stronger your RallyPoint will be.

Surface the **core belief**.

01



Prompt

Why do you really do what you do? What's the bigger mission or frustration behind your work?



Avoid product features. Aim for purpose

This step sets your emotional foundation. If your belief doesn't spark conversation, go deeper.

► Write 3-5 honest "We believe..." statements.

Example:

- We believe... that small businesses deserve software that doesn't overcomplicate things.
- We believe... access to healthy food shouldn't depend on your zip code.

Pro Tip:

Don't settle for your first draft. The best insights often come after you've written (and scratched out) a few versions. Keep pushing until you hit something that feels true and slightly bold.



► Your Turn

Validate the emotional resonance.

Prompt



Share your belief statements with team members, trusted partners, or ideal customers.



Keep the statements that feel sincere and instinctively meaningful. Eliminate corporate fluff or clichés.

► Ask them

- Does this feel real and human?
- Is it something I'd want to rally behind?

Pro Tip:

Feedback from people outside your inner circle can reveal blind spots. Listen more than you explain. If you find yourself defending your belief, it's a sign it may not resonate yet.



► Notes + feedback

Differentiate with distinction.



Prompt

Could a competitor say the same thing?



If yes, dig deeper

Look for nuance, personal meaning, or a unique angle that only your brand would claim.

► Ask yourself

- Would people recognize our voice if the logo was removed?
- Does this belief feel unmistakably ours?

► Examples to aspire to



Nike — “If you have a body, you’re an athlete.”

Belief in human potential, not just sports gear.



Walmart — “Save money. Live better.”

Belief that affordability improves lives — not just discount retail.



Apple — “Think Different.”

Innovation as a mindset, not just a product feature.



GoodEggs — “Make Food Work.” [🔗](#)

A belief in fixing a broken food system—making it better for customers, farmers, and communities.



Valvoline — “Driven to Greatness.” [🔗](#)

A belief in helping drivers pursue excellence in performance and care.



MorseLife — “Express Your Inner Greatness.” [🔗](#)

A belief that senior care should empower dignity, individuality, and purpose.

Pro Tip:

Imagine your competitor putting your belief on their website. If it fits them too, it's not yours yet. Look for what only you can authentically claim—and what your customers would believe coming from you.



➤ **Your unique belief**

A large, empty, light gray rounded rectangular box intended for writing or drawing.

Implied authority check.



Prompt

Write your RallyPoint in 12 words or fewer.



Does it imply your strengths—without bragging or buzzwords?
Would people assume your expertise based on this belief?

► Examples to aspire to



Disney — “Where magic lives.”

Implied authority: We define storytelling and experience.



Coca-Cola — “Refresh the world.”

Implied authority: We know joy and connection.



Microsoft — “Empower possibility.”

Implied authority: We fuel progress and productivity.



DCLI — “Because the world doesn’t move by itself.”

We’re the unseen force behind global logistics and commerce.



Red Maple — “Companies Deserve Software That’s Easy to Use, Powerful and Flexible.”

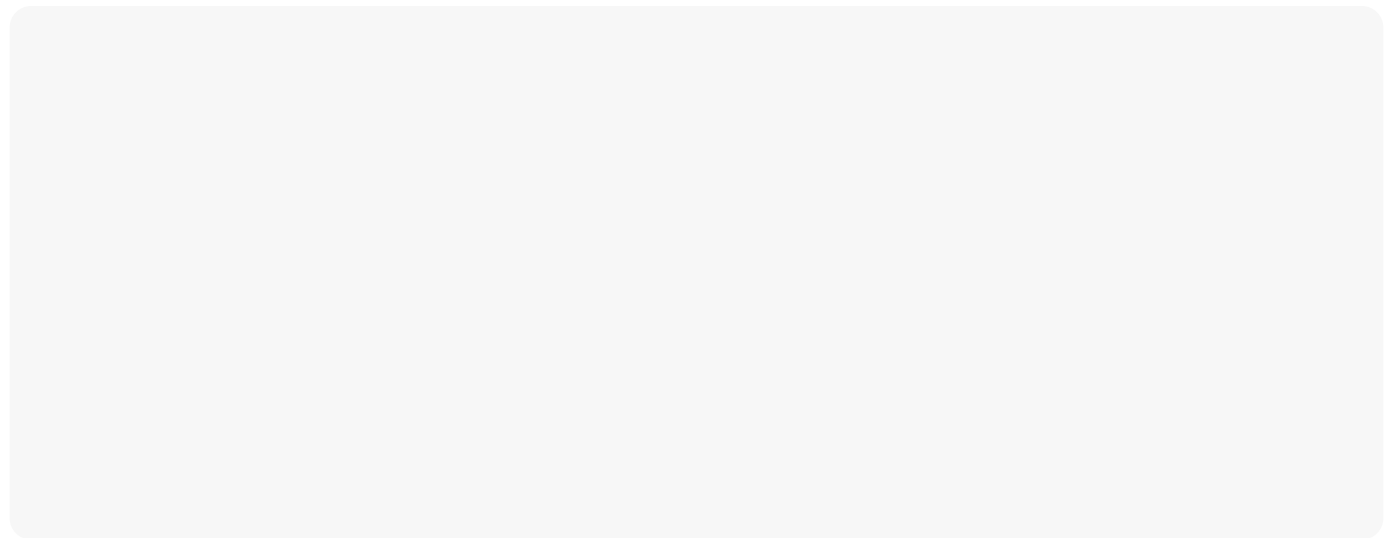
We build software that works for business—without compromise.

Pro Tip:

A great RallyPoint speaks volumes in just a few words. If it requires explanation or context to make sense, tighten it until the belief stands on its own.



► Your RallyPoint statement



Internal activation plan.

05



Prompt

How will you bring your RallyPoint to life inside your organization?

► Consider

- Hosting a leadership session to align around the belief.
- Using it to guide messaging, creative, hiring, and decision-making.
- Setting internal metrics (e.g., brand alignment scores, advocacy lift).

Success is when your team naturally starts using this language.

Pro Tip:

The RallyPoint isn't a one-and-done statement. Build habits around it—like using it in internal meetings, creative briefs, and onboarding sessions. Repetition turns belief into culture.



► Your activation plan

Why it works.

When brands lead with belief...



Trust grows

People are more likely to believe in what you stand for.



Alignment improves

Teams make better, faster decisions.



Advocacy accelerates

Customers share messages they believe in.

Purpose-driven brands don't just sell. They build movements.
They create belonging.

FAQs.

1. What if our “We believe...” statements feel too obvious or generic?

That's a good sign you need to push deeper. If your statements sound like something any company in your space could say, keep refining. Focus on the emotional why behind your work—not what you sell, but the change you want to make.

2. How do we know when we've “validated” our belief with others?

Look for genuine reactions, not polite agreement. If people instinctively nod, say “That feels real,” or start adding their own examples, you're on the right track. If they hesitate or give corporate-speak feedback, it's worth refining.

3. Can we have more than one RallyPoint for different audiences?

Your RallyPoint should be singular and central—it's your brand's core belief. However, you can express it differently across audiences or campaigns. Think of it as your compass, not your headline.

4. What if our leadership team disagrees on the belief?

That's common—and important to address. Use this worksheet as a conversation starter. If your leadership isn't aligned, it will be hard for your brand to be. The goal is shared understanding, even if it takes several rounds of discussion.

5. How do we bring the RallyPoint to life inside the company?

Start by using it in leadership conversations, creative reviews, hiring decisions, and customer messaging. The more you use it internally, the more natural it becomes. Consider setting simple checkpoints—like asking “Does this reflect our RallyPoint?” in strategy meetings.

What happens next?

You've done the hard work of uncovering your brand's belief. Now it's time to activate it. Your RallyPoint should guide how you communicate, lead, and make decisions—internally and externally. It's a living idea meant to unify your team and inspire your customers.

Ready to take it further?

- Start using your RallyPoint in leadership meetings and creative reviews.
- Align your messaging and campaigns with this belief at the center.
- After you've implemented for 6 months to a year, take the RallyPoint Quiz. In just 2 minutes, assess how well your brand is aligned around your RallyPoint—across clarity, team alignment, audience connection, messaging, consistency, and belief-driven strategy. You'll get instant insights, spot gaps, and know exactly where to focus next.

Want Help Putting It Into Practice?

If you want expert support bringing your RallyPoint to life—internally and externally—[book a free 30-minute consult](#) with our RallyPoint experts. We'll help you align your strategy, refine your messaging, and amplify your brand's impact.



About the author

Anya Sleezer is the founder and creative strategist behind [Levo](#), a full-service branding and marketing agency helping organizations align around belief-driven messaging. Creator of the RallyPoint framework, Anya helps brands discover what they stand for—and lead with it.

[Connect on LinkedIn](#)