

Join the movement.



Tim Salau Mr. Future of Work

Global Evangelist
WeWork



CEO & Founder
Guide



A black and white photograph of Martin Luther King Jr. speaking at a podium. He is wearing a suit and tie, and is looking down at a paper in his hands. Behind him is a large crowd of people, many of whom are holding a banner that reads "OCT 16 WE WON'T GO OCT 16". The year "1963" is overlaid in large white text on the bottom left of the image.

1963

The P. I. E. Principle



Why your
brand exists.



What you represent,
have a stance on, or
can impact.



How your community
engages and feels
your brand.





BRAND P.I.E.

It's a fight for ATTENTION & ADORATION

"Have you heard of...?"

"I want to work for..."

"I love everything
about..."



A man with dark hair, wearing a light-colored shirt and a backpack, is looking down at a device in his hands. He is positioned in the lower-left foreground. In the background, a large, multi-colored Google logo is displayed on a wall. The logo is composed of the letters 'G', 'o', 'o', 'g', 'l', 'e' in blue, red, orange, blue, green, and red respectively. The background is a plain, light-colored wall.

Google

**Google, The World's
Favorite Brand**

Google's Brand P. I. E.



PURPOSE

Core Mission

_“To organize the world’s information and make it universally accessible and useful”



INFLUENCE

Open-Source Innovation

_Make their most cutting-edge tech accessible to all developers even before it’s consumer-ready.
(e.g., “Google Glass”)



EXPERIENCES

Google I/O

_Annual conference for their top developers to connect and get a sneak preview of what’s next.



Bird, Micromobility as a Lifestyle

Bird's Brand P. I. E.



PURPOSE

Core Mission

— “To ride towards a more livable world.”



INFLUENCE

Sustainable Urban Mobility

— Provide urban cities with in-real time transportation data and is accessible in low-income neighborhoods.



EXPERIENCES

Safety Events

— Over **50,000+ free helmets** have been supplied to riders through city safety events that bring community together.



WeWork, The Modern Workspace for the We Generation

WeWork's Brand P. I. E.



PURPOSE

Core Mission

_ “To create a world where people work to make a life, not just a living.”



INFLUENCE

Economic Growth & Climate Change

_ WeWork has committed to being **fully carbon-neutral by 2023.**

_ **1 in 8 first-time entrepreneurs** in major U.S. cities are building their business in a WeWork.



EXPERIENCES

Weekly Community Programming

_ WeWork's community operations team organizes **2,500 member events per week.**


It's a fight for **ATTENTION & ADORATION**

"Have you heard of...?"

"I want to work for..."

"I love everything
about..."





Building a brand

COMMUNITY

requires

FOCUS

and

CONSISTENCY



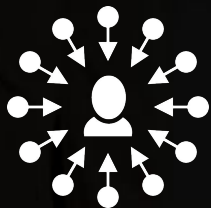
1

Conduct a brand baseline study to capture **360 degree feedback** on brand perception.



2

Choose your **Zone of Influence**:
How can your brand create a social movement?



3

Create experiences that put your **customers at the center**, yet are **rooted in your brand's purpose**.

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