

Branding Goals



Goal: show a complete brand system or “brand stack” in action, tying together:

- **Book**
- **Consulting Company**
- **Practices** (for team health / organizational development / courageous collaboration)
- **Products** (merch, e-books, etc)
- **Workshops** (online webinars / trainings / workshops)
- **Consulting Products.** Organizational consulting packages.

Success Spectrum

EPIC	<p>Feeling. Make people <i>feel</i> something.</p> <p>Humor. Make people <i>smile</i>.</p> <p>Action. Make people want to take action / learn more.</p> <p>One link. To rule them all. A single URL & platform I can use for everything (book, trainings, etc.)</p> <p>As opposed to: a bunch of separate brands / websites.</p> <p>Consistency. Everything ties in through a single metaphor / story / umbrella.</p>
TARGET	<p>Clear. People get it and it makes sense as a company name.</p> <p>Memorable. Easy to remember.</p> <p>Smart. Soulful but intelligent.</p> <p>On brand / trend. (Like my smart competitors: The Ready, August, Plural, Kindred, Target Teal, Percolab)</p> <p>Doesn't suck. Doesn't make people think: “that's weird / dumb”</p>
MINIMUM	<p>Ready for Q3. The branding is clear enough that we can run our Q3 sales experiment.</p>
FAIL	<p>Dumb. The name makes people think: “that's weird / dumb / not very good.”</p> <p>Confusing. Wait... what? (eg, Team Work)</p> <p>Hard to remember.</p> <p>Paralysis. Not having made a decision and tested it in Q3.</p>

Brand Values

MERAKI (Greek) – to do something with soul, creativity, or love; when you leave a piece of yourself in your work

MUDITA (Pāli, Sanskrit) – taking delight in the happiness of others, vicarious joy

TEAM JOY (English) – the pleasure of collective accomplishment or shared victory; collaborative thriving



Connection. Belonging. The force that brings us together at work. Sitting around a table breaking bread. The pleasure of belonging. Connecting as humans. Taking pleasure in the pleasure of others. Vicarious joy.

Care. Putting your heart in the work. To do something with soul, creativity, or love; when you leave a piece of yourself in your work.

Collaborative. “Us” versus “me.” Being better together. Solidarity. The power of many hearts and minds. The pleasure of alliances and collective strength. Only smarter human collaboration can save this place.

Creative. Finding design hacks and solutions. The creative power of many hearts and minds. Increasing our collaborative intelligence. Better group brainstorming. The pleasure of a great jam session. A wicked sense of humor.

Calm. Soothing. Calm collaboration. Working in a predictable rhythm and cadence, instead of constant panic. Fewer fire drills and fuck-ups.

Brand System



Book	<i>The Joy of Teamwork: recipes for courageous collaboration</i>
<i>or</i>	<i>Courageous Collaboration: 30 no-brainer recipes & rituals your team will love</i>
Company Name	TeamJoy (teamjoy.org) is a consultancy dedicated to courageous collaboration and making work not suck.
URL	teamjoy.org
Tagline	Work better together Recipes for courageous collaboration
Made to Stick metaphor	Cooking & Health Recipes. Steps to follow. Key ingredients. Kitchen hacks. Cooking science. Bringing flavors together. Toxins. Remedies. Strong / weak muscles. Diagnosing. High-performance. Athleticism. Thriving. Flourishing. Happier, healthier people. Healthy ecosystems. “Collaborative thriving.” Mindset. Group intelligence. Health as a multiplier for intelligence. Mental Health. Team Health vs. Organized Insanity. Calm collaboration.
Key Offerings	Team Health Scan

	Recipes and rituals. Team practices.
	Cookbook. Spanning 5 key ingredients: Purpose, Agility, Empathy, Trust, Openness.
	Team Toxins & remedies. Common organizational diseases / suck factors, plus known cures.
	Courageous Collaboration 101. An online masterclass and tailored team coaching for high-performance teamwork, remote collaboration, and happier, healthier teams.
Brand vision	It's all about team health and group thriving. Working better together. Like “ChefSteps” or “The Food Lab” for work: scientifically proven team recipes and rituals that don’t suck. Broken down into steps that are easy to follow, along with a bit of the science behind them. What works, and <i>why</i> it works.
Examples of the brand in action	#teamjoy
	matt@teamjoy.org , info@teamjoy.org , lois@teamjoy.org
	teamjoy.org/okrs , teamjoy.org/reflective-practice , teamjoy.org/blog
	The TeamJoy OKR Cheat Sheet TeamJoy.org’s “Team Happiness Index.” Sign up for TeamJoy’s weekly newsletter Join the next TeamJoy webinar on Courageous Conversations Check out the new TeamJoy podcast on the psychology of goal-setting.
Job Title	Teamologist
Bio	Matt Thompson is obsessed with better teamwork and human collaboration. He’s the Chief Teamologist at teamoy.org, a consultancy dedicated to making work not suck, and the author of <i>the Joy of Teamwork: recipes for Courageous Collaboration</i> (coming Q4 2020). Matt helps diagnose what’s holding teams back from doing their best work together, then prescribes simple remedies and practices that can help. He once spilled a beaker full of agile project management into a vat of organizational psychology, and the resulting lab explosion turned him into an evil supervillain obsessed with building happier, healthier organizations. Clients include the City of Toronto, Wikimedia Foundation, Mozilla, Creative Commons, the McConnell Foundation, Code for Canada and NYU.
Tags	<i>organizational development; agile project management; evolutionary organizations; organization design; facilitation; Teal; self-management; leadership development; management; teamwork; employee engagement; organizational psychology; psychological safety; creativity; group intelligence / collaborative intelligence; team effectiveness; design thinking; working open; open source; project management; program management</i>

Test Offering**Courageous Collaboration 101:** how to work with busy humans online

Sane project management techniques for stressed-out humans

On online masterclass for healthy, high-performing teams

How to collaborate with busy humans

Calm collaboration in the Age of Crazy.

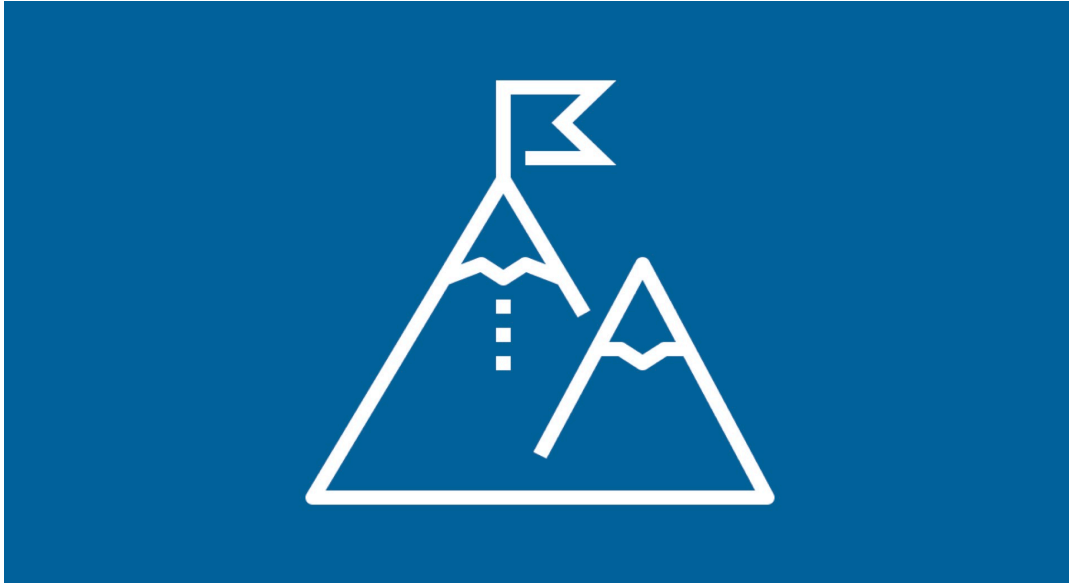
Recipes for sane, healthy teamwork in an era of distributed teams and chronic stress.

Working with others / How to work with others

Distributed teams / remote work / how to excel as a remote team

Agile project management techniques for normal humans. Easy, simple, no kool-aid.

Company Names



TeamJoy

TeamJoy.org

Flourish

Sonder

The Real Work (theRealWork.org)

Daylight

Triple

Teamable

Teamup

Team Six

Teamster

Tripleteam

Workrite

Lightwork

WorkRiot

Jamsesh

Workjam

Butterwork

Hamsterwheel

Topspin

Justice League

Potential Domains

teamjoy.org

thejoyofteamwork.com

teamhealth.co

teamologist.org

teamhealth.tips

teamology.net

teamwell.org

teamhealth.cc

teamhealthtips.com

loveyour.team

teamhealthscan.com

teamtips.org

workopen.org

teamwork.guide