

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK

START BY SETTING THE RIGHT GOALS

SECTION 02 ACTIVITIES

In this section, you'll focus on the different types of project goals you may have and how to prioritize them while visualizing the perfect project.

Overall, you will:

- ☐ Set SMART Goals
- ☐ Identify qualitative goals
- ☐ Determine what type of ROI you want / need for this endeavor

SMART PROJECT GOALS

List three to five SMART project goals.

(Specific. Measurable. Action-Oriented. Realistic. Time-Limited.)

GOAL #01

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

GOAL #02

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

GOAL #03

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

SPECIFIC / MEASURABLE / ACTION-ORIENTED / REALISTIC / TIME-LIMITED

GOAL #04

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

GOAL #05

SPECIFIC

How is this goal specific?

MEASURABLE

How will you measure your progress or know when you have met this goal?

ACTION-ORIENTED

What do you have to do to meet this goal?

REALISTIC

Can you accomplish this goal with the actions you have described above?

YES

NO

TIME-LIMITED

When will you meet this goal?

QUALITATIVE GOALS

List any other, more qualitative goals you have.

TAKE A TRIP TO THE HOLODECK

In the TV series *Star Trek*, there was a virtual reality simulator called the Holodeck. The Holodeck provided the crew a full-scale, immersive environment that allowed the brave explorers aboard the USS Enterprise to experience fantastical imaginary worlds of their own design. Let's do this for your brewery. Don your tightest spandex suit and close your eyes. Imagine walking into your tasting room once your rebrand is complete. ***Brewer, engage!***

WRITE OR DRAW WHAT YOU SEE.

01

WHAT DOES IT LOOK & FEEL LIKE?

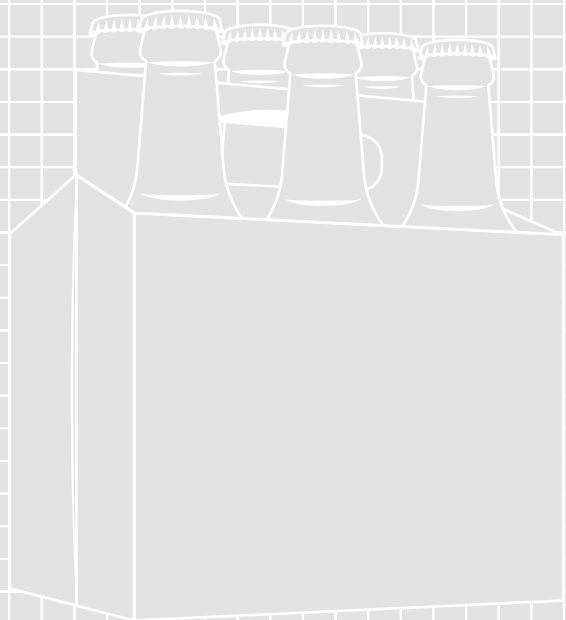
What do you want your customers to think and feel when they walk into your brewery after the rebrand?



02

PACKAGING

What does your packaging look like?



03

MERCH

What sort of merch do you see on the wall?



04

TAP HANDLE

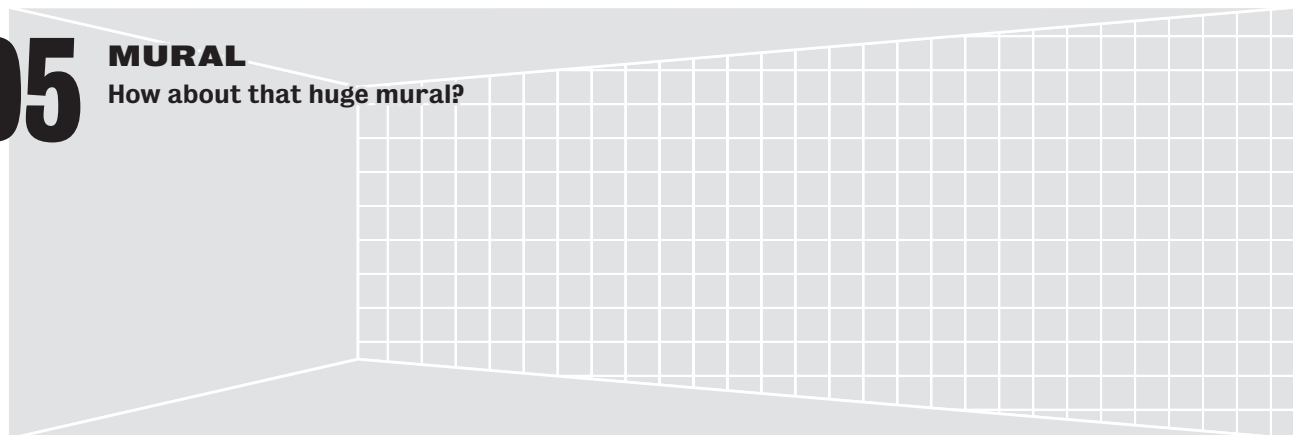
What does your tap handle look like?



05

MURAL

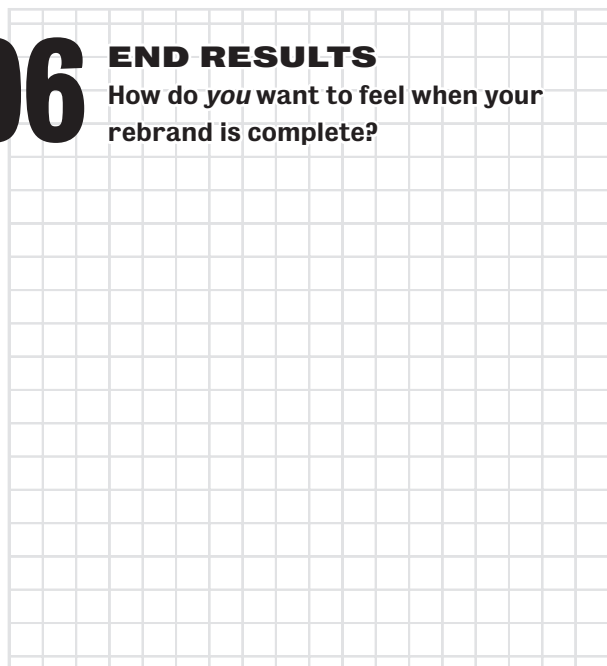
How about that huge mural?



06

END RESULTS

How do *you* want to feel when your rebrand is complete?



07

SUCCESS

What needs to happen to call your rebrand a success?

