



# BRAND POSITIONING

MISSION/VISION/VALUES/PURPOSE  
Round 1 – April 29, 2020

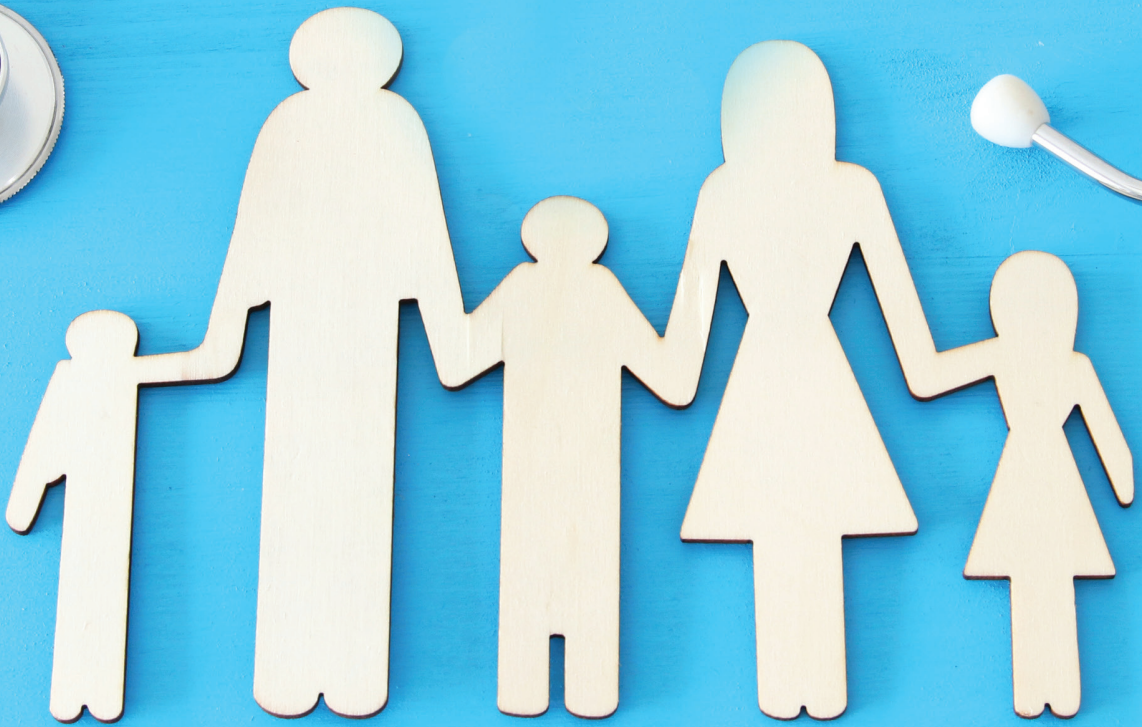
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**YOUR BRAND POSITIONING  
IS THE GUIDE TO YOUR MISSION,  
DIRECTING IT TO A POINT OF  
LEVERAGE AND PREFERENCE  
WITH EACH OF ITS STAKEHOLDERS.**





# MISSION

Your business objectives and approach

CONNECT FOR HEALTH COLORADO WORKS TO EXPAND ACCESS, AFFORDABILITY AND CHOICE FOR INDIVIDUALS PURCHASING HEALTH INSURANCE THROUGHOUT OUR STATE.



# VALUES

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This is the brand's culture – your words to live by.  
It is our ethos and how we do our work.

## CREATIVE

We are an organization that believes in originality of thought from our employees and seeks to be an innovative and visionary organization to create options in an environment of uncertainty.

## COLLABORATIVE

We work together as teams of employees and cooperate internally and externally with stakeholders at all levels of the organization to find new ideas and opportunities so that the organization is synergistic.

## CONSTRUCTIVE

We help to improve our communities and the State of Colorado with our efforts. We seek to be an effective, transparent, and productive staff and organization.

## CONSIDERATE

As employees, we are aware of other's circumstances in our work, and as an organization, we are carefully considered in our discussions, deliberate in our actions, and prudent in our management.

# VISION

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This is the brand's reason for being.  
What do you aspire to be?  
Where are you going in the future?



# PURPOSE

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This the conviction that guides your brand. This is how we inspire compassion in others to join our work.



**We are on a mission to enlist the power of our network to make Colorado healthy. We empower, enlighten and engage Coloradans in taking positive steps in accessing their healthcare needs – helping them achieve maximum health and their fullest potential.**

# Vision Statement Options

1. Be the leader in improving health care options for all Coloradans.
2. Improve all Coloradan's health through education, assistance and choice.
3. Enable Coloradan's ability to fully understand and effectively access health care options.
4. Simplify health care for all Coloradans.