Mental Leadership means having the ambition to find a topic of relevance to our society and to make your mark on it. In doing so, you transition from a commercial to a cultural entity – a Mental Leader.

Mental Leaders focus all their entrepreneurial energy on pursuing their topic with a strong and consistent attitude. In the public eye, your brand establishes itself as the vanguard of a social movement that opposes a common enemy. From both inside and out, Mental Leaders are more than the sum of their products. They inspire loyalty, robustness and innovative power.

Let's find out if your brand has what it takes to be a mental leader – and what this means for your market position. Our Mental Leadership Check addresses the following questions:

1 | AMBITION: “It’s for everybody, not for anybody” - Does your brand have what it takes to be a Mental Leader?

2 | MISSION: How does your brand find its topic? Against what and for whom are you fighting?

3 | ACTION: How can your brand embody its mission through its behaviour as best as possible?

4 | IMPACT: How can your brand deeply anchor its topic and generate profit?

The end result is a clear and vivid prototype for how your brand must think and act to become a Mental Leader.

**What you can expect:**

**NEW PERSPECTIVES**
Inspiring best practice cases that show how mental leaders use their attitude to make a social and economic difference.

**INNOVATIVE METHODS**
With our Mental Leadership Check, you will learn innovative methods for positioning your own brand.

**A NEW SELF-PERCEPTION**
It’s not just about the product. Mental Leaders stand up for their topic and unite their customers around a common cause.