

FREE PREVIEW – CULT BRAND ARCHITECTURE

The Tier 02 Facilitator's Pack

A working extract from the institutional facilitator's guide that anchors the full pack. Read this first. If the discipline holds up to your standards, the full pack is built to the same.

THE FULL PACK

£149

NINE DOCUMENTS – SINGLE-PRACTITIONER LICENCE

ABOUT THIS PREVIEW

What you're reading

This is a free extract from the Cult Brand Architecture Tier 02 Facilitator's Pack. The pack is built for strategists, brand consultants, and senior in-house brand leads running Brand Culture engagements with founder-led clients.

It exists because the framework itself, published freely as a SKILL.md, gets people only as far as the diagnostic. The work of running a paid engagement with a real client – intake, scope, workshops, the Guardrail Review, the cooling-off discipline, the final Brand Culture Brief – needs more than a framework. It needs the operating system around it.

The pages that follow are drawn from Part I of the institutional facilitator's guide. They cover who the guide is for, the discipline the framework demands of the strategist, and the two failure modes the work falls into when that discipline is absent.

WHY AN EXTRACT, NOT A SAMPLE

The pages below are verbatim from the full guide. Not a teaser version. Not a watered-down marketing summary. If the institutional voice in this extract is not what you want, the full pack will not be what you want either. Better to find that out for free.

FROM THE FACILITATOR'S GUIDE – PART I

Who this guide is for

A strategist taking on a Brand Culture engagement, ideally with a founder-led client, on a three-to-seven-year horizon.

The strategist may be working independently, inside an agency, or in-house as a senior brand lead. The category matters less than the configuration of the engagement. What matters is that there is a founder or accountable leader who will be present in the workshop sessions, who has the authority to make brand decisions without committee approval, and who is willing to lose customers that do not fit the resulting position.

The guide is not written for marketers who want a campaign idea. It is not written for consultants billing hourly to produce a deck. It is written for practitioners delivering a multi-week engagement that ends in a defensible architecture the client will hold to for years.

A working assumption

The strategist using this guide is technically competent in brand strategy, qualitative research, and workshop facilitation. The guide does not teach those crafts. It teaches the specific discipline of applying the Cult Brand Architecture framework *without* falling into the failure modes that the cult-marketing genre is known for.

A strategist without that baseline competence will find the guide useful as a reading document, but the engagement itself will be beyond their current scope. There is no shame in this. Brand Culture engagements are not a beginner's project, and the guardrails exist partly because beginners reach for them.

FROM THE FACILITATOR'S GUIDE – PART I

The framework discipline

The Cult Brand Architecture framework is, at first glance, similar to others in the same lineage. Seven elements, a True Believer archetype, design moves that aim to compound loyalty across years. The shape is familiar.

What separates this framework from the rest of the genre is not the elements. It is the discipline that surrounds them.

Six guardrails, lifted from Janja Lalich's bounded-choice research, function as enforceable code. If a design move trips any of them, it gets revised. "But it would work" does not override the rule.

The discipline is also temporal. A mandatory three-working-day cooling-off period sits between the Phase 5 Guardrail Review and any decision to proceed to implementation. Verdicts reached under workshop adrenaline look different in calm. The cooling-off period is what allows the strategist to discover this before, rather than after, the brand is committed to a course of action it should not have taken.

And the discipline is structural. The diagnostic must be completed before any prescription is generated. The True Believer archetype must be validated through customer interviews before element design begins. Element design must pass the coherence matrix before the Brief is drafted. Each phase is gated on the one before it. The discipline lives in the gates.

A STRATEGIST'S PRINCIPAL JOB

To enforce the gates. The client will, at multiple points in the engagement, want to skip ahead. The strategist's principal job, alongside designing the architecture, is to hold the line on the sequence.

FROM THE FACILITATOR'S GUIDE – PART I

Failure mode one

Surface-only execution

The first way a Brand Culture engagement fails is when the strategist produces output that looks like the framework but is not produced by it. Diagnostic scores assigned without evidence. A True Believer archetype written from the founder's preferences rather than from customer interviews. Element design moves that sound right but do not survive contact with the coherence matrix.

Surface-only execution is the failure mode of practitioners who learned the framework's vocabulary but not its discipline. The output reads as professional. It includes the right section headings. It mentions Mind and Conflict and Practices. But the underlying work is hollow.

The brand culture that results from this work is also hollow. It does not survive the first commercial pressure that asks it to compromise its position. Three to six months in, the founder quietly drops the elements that proved inconvenient, and the engagement's deliverables become a PDF in a folder.

How to recognise it in your own work

If you can generate the next phase of work without referring to the artefacts from the previous phase, you are in this failure mode. If your element design moves do not cite the diagnostic findings they address, you are in this failure mode. If your Guardrail Review is conducted in the same session as the element design that produced the moves under review, you are in this failure mode.

The corrective is process discipline. The phases exist as gates for a reason. A gate that is not enforced is not a gate.

FROM THE FACILITATOR'S GUIDE – PART I

Failure mode two

Unethical execution

The second way a Brand Culture engagement fails is more serious. The strategist applies the framework competently, the discipline is honoured at each gate, but the resulting architecture trips one or more of the six guardrails. The strategist proceeds anyway. The client launches.

Two years in, the manufactured loyalty curdles. Members who were structurally prevented from leaving find their way out. The reputational damage to the brand is significant; the reputational damage to the strategist who designed it is more durable.

This is the failure mode the genre is known for. It is also the failure mode the framework's guardrails were lifted from bounded-choice research specifically to prevent.

The six guardrails are not suggestions. They are not advisory. A guardrail Fail that cannot be redesigned around at Phase 5 means the engagement halts at Phase 5. The Brief is not produced. The strategist's professional obligation to refuse outweighs the client's commercial wish to proceed.

How to recognise it in your own work

If you find yourself rationalising why a guardrail Fail "does not really apply in this case" – pause. If the founder reacts to the cooling-off period with frustration, treat that frustration as information about the engagement, not as a logistical inconvenience. If the True Believer archetype, validated through interviews, describes a customer in acute psychological vulnerability – do not

proceed with design until you have re-tested whether that pattern is the brand's True Believer or its prey.

The strategist's obligation, when in doubt, is to refuse. The fee for one well-run engagement is recoverable. The reputation for designing the kind of cult brand that ruins customers is not.

IF YOU'VE READ THIS FAR

What's in the full pack

Nine documents, designed to run an end-to-end Brand Culture engagement from intake through to ninety-day implementation review. All in the same institutional voice and editorial aesthetic as this preview.

00	How to Use This Pack	The orientation document. Read first. Maps which of the nine pack documents to open at each workshop phase. Reference card, phase mapping table, reading paths, and quick-lookup scenario responses.
Core	Facilitator's Guide	67-page institutional guide. Workshop sequencing, twelve client scenarios with diagnostic responses, two anonymised worked examples, and the failure modes of running the work badly.
P0-01	Engagement Intake Form	Pre-engagement screening. Four pre-flight conditions, seven red flag patterns, and a go/no-go decision with mandatory cooling-off.

P0-02	Engagement Scope Document	Contract scaffold covering scope, exclusions, fees, milestones, obligations, IP, termination, and disclaimers. Requires legal review before use.
P1-P5	Workshop Pack	The strategist's working document. Diagnostic scorecard, element design worksheet, coherence matrix, and Guardrail Review checklist with cooling-off enforcement.
P2-01	True Believer Interview Set	Eight-question reference set with diagnostic intent per question, selection guidance, framing message template, and a cross-respondent synthesis worksheet.
D-01	Brand Culture Brief template	35-page fillable PDF. The polished client deliverable produced by the workshop sequence. Diagnostic, archetype, element design, coherence, guardrails, ninety-day plan, honest notes, measurement.
Refs	Two worked examples	Anonymised diagnostic and engagement walk-throughs. One of a 21/21 brand that trips the guardrails. One of an 11/21 brand that passes them cleanly.

IF THE DISCIPLINE HOLDS UP TO YOUR STANDARDS

The full pack is £149.

Single-practitioner licence. Nine documents. Same institutional voice, same editorial discipline as the pages you have just read. Delivered as a single download, immediately on purchase.

Buy the Tier 02 Facilitator's Pack

cultbrandarchitecture.com/buy

Non-refundable. Digital product – once downloaded, the value has transferred. This preview, plus the public scope page at /scope, exist so the discipline can be evaluated before purchase. If uncertain whether the pack is right for the work, do not buy it.