

Brand-Driven Leadership Model



Brand Components





Brand-Driven Leadership Self-Assessment

Name: _____ Organization: _____ Date: _____

Internal Focus

1. Is the **vision** of the future our organization intends to create clearly defined and widely understood?
2. Have we identified a **promise** which we can or will make to every customer, and that we are capable and committed to delivering on?
3. Could we walk through our organization or business process and see **alignment** to our brand promise embedded in each area?
4. How much are our employees or partners **learning** each year about new ways to better deliver on our brand?
5. What are we doing right now to actively shape a **culture** that supports our brand vision and promise?

External Focus

1. What is the **language** we use to describe our brand, and is it unique?
2. Do we have a **story** behind our brand, and how are we sharing that story with others or seeking their contributions to it?
3. Who are our brand **ambassadors**, and what are we doing to identify and support them?
4. Have we made the shift in focus from launching campaigns to building authentic **communities**, both online and offline?
5. What does a brand **encounter** with our organization look like, and how distinct or different is it for the customer?

Next Steps

Step One: Identify one internal strategy and one external strategy that you believe can most effectively to help you move your brand forward.

My internal strategy focus will be on: _____ My external strategy focus will be on: _____

Step Two: Choose one individual action and one organizational action that you will pursue in the next 30 days to begin this process.

My individual action will be: _____ My organizational action will be: _____