

Brand Fitness Scorecard

How fit is your brand?

Spend a minute or two answering these 20 questions. When you're finished, total your score and look on the reverse side for the answer.

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Uncertain</i>	<i>Agree</i>	<i>Strongly Agree</i>
1. Our company's strong sense of purpose resonates with our employees.	1	2	3	4	5
2. People are better off because our company exists.	1	2	3	4	5
3. We use our Company's vision to screen major decisions.	1	2	3	4	5
4. Every employee would be able to articulate our company's vision.	1	2	3	4	5
5. Every employee can accurately describe the business we're in.	1	2	3	4	5
6. Our company has a strong values-based culture.	1	2	3	4	5
7. Our company's values align with those of our target audience.	1	2	3	4	5
8. Employees treat each other with respect.	1	2	3	4	5
9. Employees from different departments work well together.	1	2	3	4	5
10. Ask any employee what our company does well, and we would all have the same answer.	1	2	3	4	5
11. We consistently deliver more than our customers expect.	1	2	3	4	5
12. Our front-line employees know the real reason people buy our products.	1	2	3	4	5
13. We do a good job of differentiating our business from our competitors.	1	2	3	4	5
14. If I think of our company as a person, it would be the kind I'd like to "hang out" with.	1	2	3	4	5
15. If I asked 10 customers what we do really well, they would all have the same answer.	1	2	3	4	5
16. Our messaging and tone are consistent across all communication platforms and materials.	1	2	3	4	5
17. Customers have a strong emotional connection with our company.	1	2	3	4	5
18. I am clear on the real reason we lose customers.	1	2	3	4	5
19. Our company is consistently able to attract and retain top talent.	1	2	3	4	5
20. I'm proud to tell people I work for this company.	1	2	3	4	5

TOTAL YOUR SCORE

How did you do?

90-100	Congratulations, your brand seems quite fit! Build on it with a healthy dose of brand strategy.
80-89	You're doing well. But don't let it go to your head. New perspectives will keep your brand fresh.
70-79	You can make it, but don't rest in bed. A brand-building initiative is just what the doctor ordered.
60-69	Your brand needs attention. A solid brand promise might help get you back "in the pink."
50-59	Clinging to life by a thread. An intravenous shot of brand strategy is required.
49 and less	Flatlining. Major surgery might be required. Consult you brand doctor right away.

As you can see, the explanations related to the various categories are meant to be fun while giving you an idea of your actual brand fitness. The fact is, if your score was 81+ your answers suggest that your brand is in pretty decent shape.

In our experience, too few companies set out to consciously improve their brand fitness. That's unfortunate as strategically developing and managing a brand can have a profound impact on a company's financial health, influencing everything from sales and market share to profitability and overall company value.

About your brand...

Your brand is a complex amalgamation of perceptions, emotions, and associations in the minds of employees and customers, characterized by its distinct vision, values, personality, unique value proposition, and the cumulative experience it provides.

Branding plays a central role in every company's success. To enable your company to achieve its longer-term goals and reinforce its desired reputation, the ways in which your company benefits customers must be crystal clear to employees and, through their words and actions, to customers and prospects.

Branding and brand strategy are subjects that are near and dear to our hearts. If you'd like a conversation about yours, call or send an email to Chris Ward:

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