

# How Well Are You Managing Your Branding and Growing Its Value?

(Take the Test)



	<b>Strongly Agree</b> <b>(10/10)</b>	<b>Agree</b> <b>(5/10)</b>	<b>Disagree</b> <b>(0/0)</b>
1. Our core values and beliefs are clearly communicated on an ongoing basis for all our employees, customers and suppliers			
2. Our leadership actively demonstrates thorough decision-making behaviour and commitment to our core values and beliefs.			
3. Our leadership and employees are proud of our Brand and champion it sincerely.			
4. Our leadership clearly understands how we differ from competitors and why customers buy from us.			
5. Our leadership clearly understands what is expected to serve customers well and the importance of keeping and attracting customers.			
6. Our leadership actively protects our brand and has trademarked our organization's name, logo and special phrases.			

## How Well Are You Managing Your Branding and Growing Its Value? (continued)



	Strongly Agree (10/10)	Agree (5/10)	Disagree (0/0)
7. Our organization has an up-to-date written specification guiding the internal and external use of our brand.			
8. Our leadership ensures that our brand specifications are vigorously followed by both internal and external users, without change or compromise.			
9. Our brand messaging is clear, compelling and easy to remember.			
10. Our brand messaging is unique and distinctive.			
11. Our brand messaging is consistent and doesn't change from year-to-year or campaign-to-campaign.			
12. Our employees understand their role in reinforcing our brand message in day-to-day conversations among themselves, with suppliers and with customers.			

## How Well Are You Managing Your Branding and Growing Its Value? (continued)



	Strongly Agree (10/10)	Agree (5/10)	Disagree (0/0)
13. Our Brand and business philosophy are consistently communicated both inside and outside the organization.			
14. I am proud when I see our branding shown on our <ul style="list-style-type: none"> <li>• Business cards</li> <li>• Letterhead</li> <li>• Website</li> <li>• Signs</li> <li>• Brochures</li> </ul>			
15. Our branding activities attract the customers and employees that we need, want and would like to have.			
16. Our branding activities unify how both employees and customers experience the company.			

# Rate Your Score And Your Brand Condition ... Out of 200



<b>A</b>	<b>160 - 200</b>	Your Branding is of Powerhouse quality and strength
<b>B</b>	<b>130 - 155</b>	You are managing your branding well, but improvement is needed
<b>C</b>	<b>100 - 125</b>	Some elements of successful branding are in place, but more focus and a plan to strengthen your branding is needed
<b>D</b>	<b>50 - 95</b>	Your branding is weak and significant improvement is needed
<b>E</b>	<b>0 - 45</b>	Your branding is in serious decline and may jeopardize the long-term value of your business