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Brand Strategist and Content Marketing Services

Organizational Brand Quiz

If “No” outnumbers “Yes”, you may need a brand intervention.

Yes/No

1. Does senior management understand and reinforce your brand’s values and promises through their actions? _____
2. Does senior management have a long-term vision for your brand? _____
3. Have you considered the value of your brand a financial asset? _____
4. Does a brand perspective drive your strategic decisions? _____
5. Is the impact on brand equity an important consideration in your decision-making processes? _____
6. Is there a person responsible for the oversight of the brand on your senior management team? _____
7. In recruiting staff, do you screen for the right fit with your brand’s purpose, values, and personality? _____
8. Are your internal staff review and compensation policies tied to key brand goals and values? _____
9. Do you have a comprehensive internal brand education and communications program? _____
10. Can all employees accurately and consistently articulate your mission, purpose, vision, and values? _____
11. Do you embed your brand elements in all external and internal messaging and communication channels? _____
12. Do you know if your brand keeps its promises at each point of stakeholder contact? _____