

HOW **HEALTHY** IS YOUR BRAND?

A team-building, brand-building activity



Find what you do best to set your community apart.

Team Leader Instructions: Schedule 60 to 90 minutes with your team. Give everyone 20 minutes to complete the worksheet, then compare answers and brainstorm how to promote where you shine. Include this activity as part of your regular staff meeting, host a team luncheon, or even go outside for some natural inspiration. Then create a list of Action Items with dates, to put these winning ideas to work for your success.

How to Complete this Activity

We all have different views on what we do best as a community, and as a company. This activity is designed to reveal what we do best, and help us sell it to our customers. It's also designed to be fun!

For each question, please check one response and also fill in the blank.

Please be as thoughtful and honest as you can.

1. We have our own "brand" of service and care that makes people want to move in. Yes No Somewhat

Please explain _____

2. Consumers know what we're best at. Yes No Somewhat
Our customers know us for our _____

3. Our top 3 selling points are different than our competitors'. Yes No Somewhat
I believe our top 3 selling points are _____

4. We know our top 3 competitors, and how to sell against them. Yes No Somewhat

I believe our top 3 competitors are _____

Things they do better than us: _____

Things we do better than them: _____

5. Our advertising sets us apart from competitors. Yes No Somewhat

Our advertising is different because _____

Our advertising is similar to competitors in this way: _____

6. The great work we do is well-represented in our marketing. Yes No Somewhat

I wish consumers knew these things about us: _____

7. We have recent Brand Perception or Customer Satisfaction research, and know what customers and employees think of our community and company. Yes No Somewhat

How our customers describe us, in 3 words: _____

How our employees describe us, in 3 words: _____

8. Our branding is consistent across all locations and all communications. Every piece of communication we send or display looks and sounds like it's from us. Yes No Somewhat

We could improve our branding or communications by _____

9. All employees know and live our Mission. Yes No Somewhat

I feel our Mission is: _____

I live our Mission every day by _____

10. Our social media profiles, like our Facebook page, Yes No Somewhat help us achieve our business goals.

What would you improve about our social media strategy? _____

11. Our website is up-to-date and brings us qualified leads. Yes No Somewhat
How would you improve our website? What would you add to it? _____

Congrats – You’re on your way to a healthier brand.

Answered “Yes” to 10 or more questions? **Fantastic – that’s no easy task.**

Answered “No” or “Somewhat” to 1 or more? **Triad can help.**

Email Lisa Wheeler at lw@triadadvertising.com to schedule a free Brand Discovery call to uncover more insights to set your community apart.

We’re Triad. We’ve been building healthy brands for 25 years.



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