

THE BRAND COMMITMENT

1. What 1-3 things did you surface in your value, vision, passion and purpose investigation that could represent your foundational brand idea?

As discussed in the lesson, sifting through your previous work provides the fertilization to discover your core brand ideas. What do you want to be known for?

2. Describe how your employees feel about your business. Describe how your customers feel.

Just dive in here, and see what you can surface at this point about what they already feel. Get it all out, don't censor. This will provide the baseline between your new ideal and what you already see to be true.

3. How has your thinking changed in regard to building your brand?

The lesson describes a different view of branding than you may have had previously. Identify how your thinking has shifted and consider how it helps you further your brand idea.

4. What obstacles or challenges do you feel regarding the creation of your Brand Commitment Statement?

Identifying obstacles and challenges ahead, and working them through now, will help as you deepen your understanding and create this crucial foundational document?

5. Why do you hire the people you do? What has guided your decisions?

It's said we hire people for what they do, and fire them for who they are. How have you sought to discover more of who they are before hiring them?

6. Can you see your company values expressed every day in how your customers are treated? Write down a few examples?

As a leader, you are the keeper of the values and the communicator of them to your organization. Be vigilant and notice when and how you and your employees interact with customers. Are these interactions aligned with your values and brand? If not, how could it have been done differently?

Using your answers to the questions in this lesson, your Values Statement and Vision Statement, use the space below to craft your Brand Commitment Statement - your promise to your customers, employees, vendors, and yourself.