

MY BRAND:

ATTRIBUTES:

SECRET SAUCE:

STRONG BRAND STRATEGY:

Clearly defines the brand attributes
Outlines how each attribute contributes to the brand and how they relate to one another
Includes clear order of action steps involving each
Has a realistic timeline for implementation of action steps
Has metrics that measure completion of steps and debrief process

1 TAKE-AWAY:

STRATEGY QUESTIONS FOR EACH PHASE

Before you begin, Define each of your attributes clearly including People and Values.

CREATION:

1. Are all of our people (internal/external/varied stakeholders) defined as part of the brand?
2. Is my secret sauce clearly defined?
3. Is my secret sauce (people and values) regarded in some way for most of the defined attributes?
4. How are the values adding impact, influence, and investment to the strategy?

IMPLEMENTATION:

1. Are we investing in our people (external/internal) in this strategy?
2. Are our people aligning with the action items?(especially the secret sauce people!)
3. How are we involving the values as part of the implementation?
4. Are the values evident in the action items?

DEBRIEF:

1. How did this strategy impact and influence people defined in the attributes?
2. In review of completed action items, which of those were related to the people in my sauce and which were related to other people in our brand?
3. In retrospect, how did this strategy reflect our values?
4. What needs to be tweaked or shifted to better reflect values and people (with special emphasis on secret sauce!) for the next round?

**ON ITS VERY BEST DAY, BRANDING CAN AND SHOULD BE A
PROFOUND MANIFESTATION OF THE HUMAN SPIRIT
- DEBBIE MILLMAN**