

## Culture and Brand Alignment Checklist

**Culture:** The way things are done in an organization. While some cultures are consciously designed (think Southwest Airlines or Zappo's) many are in a default status. Either way, it's the values and beliefs of the leaders that drive their behaviours. And it's their behaviours that set the tone for their organization's culture.



**Brand:** Research cites that your *business brand* determines your growth in the market. Your brand shows people what you stand for and how you help make their lives better. For example, Coca-Cola doesn't sell a soft drink, they sell happiness.

*Brand integrity* is about meeting the needs of your customers and your employees based on common values and beliefs. If you tell one story with your branding but deliver a different story when interacting with your employees and customers, you will lose credibility with both. Having a culture that supports the brand promise increases your value proposition and gives you a competitive advantage in the industry. It allows you to attract and retain the right clients and the right employees.

*Culture and Brand are inextricably linked, like two sides of the same coin. They both exist even if they aren't consciously managed and they are both dependant on behaviours.*

### **What does your brand need to increase your competitive advantage – internally and externally?** (Circle all that apply)

1. A more powerful vision or purpose for my organization.
2. A more effective assessment of our current culture
3. A clearer definition of our brand promise.
4. A better description of each of our employees' role in delivering the brand promise
5. A better brand identity that reflects the value and personality of my business
6. A clearer definition of the culture required to support the brand
7. A better framework for shifting culture towards the desired state
8. A more robust recruiting process that ensures brand and culture fit
9. A better performance management process to maintain brand and culture fit.
10. More internal champions of our brand values
11. A more effective decision-making process using our brand as a filter
12. A wider responsibility across our organization for our brand integrity

**0 - 3** Congratulations you are well on your way to living the brand!

**If you circled:**

**4 – 8** Your brand is missing out on its true potential, with some work on aligning culture and brand you can bring your brand to life.

**9 - 12** Your brand is currently more of an after thought.

For more information on how you can increase your culture's alignment to your brand contact Carol Ring at [carol@carolring.ca](mailto:carol@carolring.ca). If you want to explore improvements to your current brand contact Janet Rouss at [janet@getrealbranding.com](mailto:janet@getrealbranding.com)