

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. If you want to explore improvements to your current brand contact Janet Rouss at janet@getrealbranding.com