

NEW KIND

Brand Assessment

For each statement below, rank your brand on a scale of 1 to 5 where 1 is weak and 5 is strong.

PURPOSE

- | | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. My organization has an inspiring purpose framework—including mission, vision, and values. | <input type="radio"/> |
| 2. Our purpose helps us make important decisions for the organization. | <input type="radio"/> |
| 3. My organization has a compelling brand story that clearly articulates our value proposition and purpose. It helps us grow our customer base. | <input type="radio"/> |
| 4. Everyone in my organization knows our brand story and can explain it to a friend or potential customer. | <input type="radio"/> |
| 5. My organization has a compelling employer value proposition that's aligned with our brand story. It guides employee behavior and helps us attract top talent. | <input type="radio"/> |

POSITIONING STRATEGY

- | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 6. My organization has clearly defined target audiences. | <input type="radio"/> |
| 7. My organization conducts customer research and uses the data to guide content, design, and other brand decisions. | <input type="radio"/> |
| 8. Everyone in my organization understands our competitive market, and can identify our competitors. | <input type="radio"/> |
| 9. My organization is clearly differentiated from our competitors—it would be difficult for a customer to find a suitable alternative to what we offer. | <input type="radio"/> |
| 10. Everyone in my organization can define the qualities that make us stand out from the competition. | <input type="radio"/> |

