

Brand Evaluation Checklist

The Visual Side of Your Brand

- Spend some time looking at key areas where the visual elements of your brand are represented (logo, website, etc.)
 - What do you like about it?
 - What are two things you could change to make it better?
 - Does it still represent you well?
- Seek the perspective of someone who doesn't work for you. Have them look at your visual elements and give their feedback based on the following questions:
 - What do they like best about your logo, website, and other visual elements?
 - If they had to change 1 thing, what would it be?
- Compare your brand to some of your top competitors.
 - What are they doing better than you?
 - What are you doing better than them?
 - What can you do to get ahead?

The Culture Side of Your Brand

Be sure you have the following:

- Purpose Statement
- Vision Statement
- Mission Statement
- Values
 - Do they clearly represent the culture you want to create within your organization?
 - How do you communicate these elements on a regular basis with your team to make sure they integrate them into their everyday decisions?

The Customer Experience Side of Your Brand

- Take some time to look back through your customer reviews and look for patterns.
 - What do you do well?
 - What could you improve?
- Think back to great customer experience ideas you previously had but let fade away. Are any of them worth bringing back?
- Seek ideas and opinions from other team members and employees throughout your organization.