A Word About Branding

Uncovering Your Brand

What does your brand identity say about you? What does your audience say about you? What do YOU say about you?

Brand is more than a logo in the marketplace or on your materials—it's a commitment to internal and external communication alignment that ultimately translates into your image to the world. What is your mission? Your values? Your communication structure internally and externally? Take a look at these items to consider when developing a strategy toward uncovering your brand.

Items to Think About

Who We Are	Internal	External
What is our present mission/vision statement?	▪ What do staff members think our mission/vision is?	▪ What does the public sector think our mission/vision is?
What are our objectives toward achieving our present mission statement?	▪ Do we have aligned goals that help everyone understand how to make a contribution to the overall organization objectives? Example: individual goals that align with team goals, team goals that align with organization goals.	▪ How do our internal objectives translate externally?
What is our image?	▪ How do staff members see us?	▪ How does the public sector see us?
What are our values? How do those values support our mission and objectives?	▪ Do staff members understand our values?	▪ How do our values translate in the marketplace?
What is our culture?How do our values affect our working environment?	▪ How do staff members and teams contribute toward the working environment?	▪ How does our internal culture translate outwardly to the public sector?
What is our communication structure? 1. **How does that structure contribute toward our working environment?** 2. **How does that structure support our values?** 3. **How does that structure support our objectives?** 4. **How does that structure support our mission/vision?**	▪ What is the verbal and written communication style? ▪ What communication vehicles do we have in place? (example: paper, internet, intranet, face-to-face, etc.) ▪ How is information disseminated to staff members? To teams?	▪ How is information disseminated to the marketplace?

Feeling Overwhelmed?

Taking an in-depth look at the communication style of your staff can seem daunting, but the results are well-worth the effort.

Let FredWorks Studios help you uncover your brand and maximize your efforts to communicate to your audience.