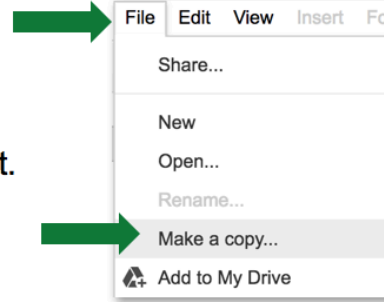


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BRAND CREDO: DEPARTMENT WORKSHEET TEMPLATE

Template begins on page 2.



BRAND CREDO: DEPARTMENT WORKSHEET

COMPANY NAME		DEPARTMENT	
TEAM MEMBERS		DATE SUBMITTED	
Your Brand Core's Point of Difference			

Brand Idea Departmental Exercise

Work with all of your department's team members to develop shared expectations about promoting your brand idea. Use the exercise below to describe the following: the actions your team members are performing to promote the brand idea; and the obstacles they're overcoming to improve brand alignment.

1. Organization-Wide: Support & Delivery Activities

Please list all of the activities that your department participates in to promote the brand idea throughout your organization.

SUPPORT	
POINT No.	DESCRIPTION
1	
2	
3	
4	

2. External Clients & Customers: Support & Delivery Activities

Please list the ways that your department supports the brand idea through customer and client interactions.

DELIVERY	
ITEM No.	DESCRIPTION
1	
2	
3	
4	

3. Departmental: Barriers & Growth

Please list the areas that your department is focusing on to further incorporate the brand idea into its everyday work.

DELIVERY	
ITEM No.	DESCRIPTION
1	
2	
3	
4	

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