

# Internal Brand Survey Template

Use this template to create an anonymous survey for your internal stakeholders.

Indicate your agreement or disagreement with the following statements by choosing the corresponding option.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I enjoy my job.					
My company has a good culture.					
I trust my company.					
I agree with my company's mission and vision.					
I believe my company provides value.					
I would refer others to work at or support my company.					

Indicate how you feel about the following company aspects.

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Branded assets					
Internal messaging					
External messaging					
Marketing assets					
Products or services					

## Evaluation

Please answer the following questions based on your experiences.

How would you rate your brand satisfaction as an employee? (1 = “dissatisfied” and 10 = “highly satisfied”)

What is your overall impression of your company?

What do you like most about your company?

In what areas can your company improve?

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