

BRAND HEALTH CHECK™

YOUR 4 WEEK PLAN

surgery⁺

WORK THAT WORKS®

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Diagnosis: **Brand Drifter**

OVERALL BRAND HEALTH: 5/10

Your business has evolved. Your brand may not have kept pace.

week one

AUDIT YOUR BUSINESS

- What did we sell five years ago?
- What do we sell today?
- How has our audience changed?

What you're looking for

The gap between then and now.

What to do next

Update your company description using today's business, not yesterday's.

week two

CHECK INTERNAL ALIGNMENT

- Ask five employees what the business stands for
- Compare the answers
- Look for differences

What you're looking for

Inconsistency.

What to do next

Create a one-sentence positioning statement everyone can use.

week three

REVIEW BRAND COMMUNICATIONS

- Website
- LinkedIn
- Sales deck
- Proposal templates

What you're looking for

Messages that no longer feel true.

What to do next

Remove anything that reflects a previous version of the business.

REVIEW BRAND PRESENTATION

- Does your visual identity support your ambitions?
- Does your website reflect your current offering?
- Does your brand feel current?

What you're looking for

Signs that the business has moved on but the brand hasn't.

What to do next

List three significant changes since the brand was created.

If the list is longer than expected, it may be time for a refresh.

CHECK-UP QUESTION

Does your brand accurately reflect the business you've become?

PATIENT NOTES

What have you learned about your brand?

What surprised you most?

What's the one thing you're going to change first?

Three actions I'm committing to this month

1 _____

2 _____

3 _____

Review Date

___ / ___ / ____