

BRAND HEALTH CHECK™

YOUR 4 WEEK PLAN

surgery⁺

WORK THAT WORKS®

www.ineedsurgery.com

Diagnosis: **People-Powered Brand**

OVERALL BRAND HEALTH: 7/10

Your people are your greatest strength.

Your challenge is making that strength scalable.

week one

INTERVIEW YOUR TEAM

- Why do people stay?
- What makes working here different?
- What do employees value most?

What you're looking for

Recurring themes.

What to do next

Turn the top three themes into employer-brand messages.

week two

REVIEW RECRUITMENT MESSAGING

- Careers page
- Job descriptions
- LinkedIn content
- Employer proposition

What you're looking for

Promises.

What to do next

Check whether your messaging reflects reality.

The strongest employer brands are honest.

week three

CAPTURE YOUR CULTURE

- Collect employee stories
- Gather examples
- Document successes

What you're looking for

Evidence.

What to do next

Replace values statements with real stories wherever possible.

Stories build credibility.

Review Employer Brand Experience

- Would you apply based on your website?
- Does your culture come through visually?
- Does your brand feel human?

What you're looking for

Consistency.

What to do next

Compare your website, LinkedIn and recruitment process.

If they tell different stories, align them.

CHECK-UP QUESTION

Would a new employee experience the same culture that your brand promises?

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

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Review Date

___ / ___ / ____