**BRAND CREDO:**

**DEPARTMENT WORKSHEET**

**TEMPLATE**

|  |  |
| --- | --- |
| 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.

|  |  |
| --- | --- |
| SUPPORTPOINT 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.

|  |  |
| --- | --- |
| DELIVERYITEM 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.

|  |  |
| --- | --- |
| DELIVERYITEM No.  | DESCRIPTION |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |

|  |
| --- |
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