

Try This Exercise to Clarify What Your Company Stands For

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For your organization to be successful, you must be crystal clear about your brand essence – i.e. your brand's essential, enduring value. When what you stand for is clearly expressed and delivered in everything you do, every day, you leave an indelible mark on people's hearts and minds. If that's not clear yet, ask yourself:

- What was the brand's biggest accomplishment? What will it be remembered for?
- What did the brand leave unaccomplished? Who would miss the brand if it was gone? Why?
- What lessons can be learned from the brand's life?
- If the brand disappeared, what would take its place?

Adapted from "Write Your Brand's Obituary" by Denise Lee Yohn.