

how to align and inspire your stakeholders

A **brand toolbox** ensures all stakeholders interpret and reinforce your brand appropriately. Use a brand toolbox to:

- **inform** – communicate the brand platform and principles to guide brand execution
- **inspire** – ignite passion for the brand and motivate changed behavior
- **instruct** – facilitate decision-making and actions that are “on brand”

stakeholders include:

- executive leadership
- managers
- frontline employees
- agencies
- channel partners
- vendors
- investors
- board of directors

A typical brand toolbox contains:

- ✓ an explanation of your brand strategy along with background and rationale, so that everyone can understand *why* you’re doing *what* you’re doing
- ✓ principles and guidelines for delivering brand values and attributes at key touchpoints between your brand and the outside world
- ✓ sample applications for how the brand should be expressed and delivered
- ✓ guides that walk people through important decisions
- ✓ outlines that map processes so that people learn how to use the brand as a filter for their actions
- ✓ a forum for Q&A and dialogue among stakeholders

style guide	vs.	brand toolbox
to guide communications		to shape the entire customer experience
how to express the brand for marketing department instructions and rules		how to deliver the brand in everything you do for all stakeholders
shows what <u>not</u> to do		guidelines and tools empowers and sparks new ideas
brand = logo, look and feel, marketing campaigns		brand = <u>what</u> you do and <u>how</u> you do it

Follow these steps to develop a brand toolbox:

1. **audit** core planning and operational processes to reveal where there’s a lack of brand alignment and where a brand toolbox can help
2. **determine** the right format of the toolbox – options include an interactive website or application, a printed manual or a workbook, a series of dvds or webinars or games
3. **decide** the table of contents
4. **assemble** existing content; design and develop the remaining content
5. **produce and distribute** the toolbox
6. **conduct** engagement sessions with all stakeholder groups to get them familiar with the toolbox and to show them how to use it
7. **make** regular updates to the toolbox

example



example



visit <http://deniseleeyohn.com/bbb> to view Denise’s “How to Build a Breakthrough Brand” video series and access other worksheets

