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”

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

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 1:**

What is our mission? What business are we in?

**Example 2:**

Photography

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