



**PURPOSE:** The organization knows and lives its purpose; knows what it stands for and is true to its beliefs.

**REPUTATION:** There is continuous and ongoing awareness of the organization's reputation and top competitors.

**VISUALITY:** The outward appearance of the brand truly reflects who the organization is and the value it delivers.

**AUTHENTICITY:** The organization's messaging is consistent, true, genuine and communicates value propositions.

**IDEAL LEADS:** There is a consistent funnel of ideal leads that are defined, nurtured and managed.

**DISTINCTION:** The organization stands out among its competitors, influencers and industry thought leaders.

**STRATEGY:** A 12-month marketing plan is in force and aligned with the organization's goals.

**MINDSET:** There is focus and commitment to achieve desired results.

### WHAT AREAS DO YOU NEED TO STRENGTHEN?

Plot your opinion of the current position of your organization within each fundamental on a scale of zero in the center (non-existent) to five on the outside ring (highest level). This will show you where you are, which fundamentals you are strong in and which you may want to consider strengthening. How does this align with your team?