

Brand like
the pros.
Take the
Actionable
Branding
Challenge.

Brand

We've rounded up the 7 principles from *What Great Brands Do* and have tailor-made this worksheet for consultants like you. Consultants who want to take their brand—and business—to the next level.

No. 1 Great Brands Start Inside.

What do you value? What matters most to you as a consultant? Do you seek out clients that align with your values? Are there any clients that you're clashing with at a fundamental core-beliefs level? Or perhaps you're part of a larger firm. How is your culture? What drives the consulting team? Do you have officially defined values?

- If you're in business for yourself, write **3 of your most important values**.
- If you already have values, **name at least one action step** you can take to better practically implement your values in day-to-day operations.
- If you're in a multi-consultant firm, write a brief list of actions you can take to **better define and/or live out your culture in the workplace**.

No. 2 Great Brands Avoid Selling Products.

How do you emotionally connect with your clients? What action steps do you take to solidify your consultant-client relationship? How does your brand speak to your specific client base? What sort of stay-in-touch type of marketing do you do? (i.e., how do you maintain a connection between your clients in between sales calls?)

- Name one step you'll take to **create a stronger connection** between you and your clients.

No. 3 Great Brands Ignore Trends.

What big shifts do you see happening now and in the future of Learning and Development—and how will your brand address them? How can your brand stay relevant, without sacrificing your values, or chasing trends?

- Name one action or idea you can implement to **move your business and brand forward** in a lasting way.

No. 4 Great Brands Don't Chase Customers.

Do you target specific clients? Do you work in a specific industry? Do you have a specialty or consulting focus? Don't be shy about highlighting who you are and who your customers are. Maybe you need to update collateral. Maybe it's content on your website that needs renewed focus and clarity.

- Name one step you can take to **better communicate** who your clients are.

No. 5 Great Brands Sweat the Small Stuff.

What are the the little ways you reinforce your commitment to your clients? How do you dig deep into the details? Are you able to provide data to support your recommendations? How do you align what you say and what you do in every client experience?

- Name one small thing you can improve or one detail you will commit to learning more about in order to **give your clients the best experience**.

No. 6 Great Brands Commit and Stay Committed.

What are you sacrificing to stay true to who you are? Short-term profits aren't worth compromising a great brand.

- Is there something in your current offering that you need to eliminate to stay true to your brand? Is there a sale, an opportunity, or a short-term gain that you should say “no” to in order to **stay focused on the long-term vision** and values of your business?

No. 7 Great Brands Never Have to “Give Back.”

What value to you bring to your clients simply through the services you offer? Truly great brands are already giving back by living out their mission and values—by aligning their brand with their actions.

- Name the ways you **give back** by doing what you do.
- Consider ways you give back that are **not named in your current marketing** that you could include (true benefits that also promote your brand).
- Can you think of **new ideas** to give back that align with your mission and brand?



“Your brand is the experience that is actually delivered and communicated through every single thing you do, every day, around the clock.”

**—WHAT GREAT BRANDS DO,
DENISE LEE YOHN
DENISELEEYOHN.COM**