



**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.