

BRAND

10. STRATEGY WORKSHEET – BRAND

WHAT TO DO

- 1. Identify 4-7 reputation builders that can drive your business
- 2. Assign someone specific accountability for each process
- 3. List the key performance indicator (KPI's) for each process

ORGANISATION NAME	DATE

KEY PROCESSES				
WHO	WHAT	WHEN	MAINTAIN	KPI
1.				
2.				
3.				
4.				
5.				
6.				
7.				