

# BRAND BEHAVIORAL<sup>SM</sup> ASSESSMENT



The following questions are designed as a self-assessment to help you determine the “elevation” to which your brand has reached in differentiating your brand behaviorally.

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Each question has the following choices

0 – Never    1 – Rarely    2 – Sometimes    3 – Usually    4 – Almost Always    5 – Always

Rate each statement using the above scale:

	Rating	Score
1. We have defined acceptable behaviors for our employees which are a reflection of our company values.		
2. We benchmark our behaviors against leading practices of highly successful brands.		
3. We hire employees based on behavioral attributes that reflect our company values.		
4. Our customer service training of employees emphasizes acceptable standards of behavior reflective of our company values.		
5. We have a specific “brand vocabulary” that reflects the essence of our Brand and behavioral standards.		
6. We regularly monitor (e.g., call monitoring) specific and accepted behaviors (of employees) to assess how we show up relative to what our brand stands for.		
7. We regularly ask our customers for feedback on our performance relative to our behavioral standards.		
8. Our systems and processes enable our employees to deliver positively engaging and differentiating behavioral experiences.		
9. Our culture fosters positive behaviors that differentiate us from our competitors.		
10. We implement appropriate interventions to promote and/or address key behavioral issues.		
11. Our employees demonstrate genuine caring, concern and sensitivity when interacting and responding to customer needs.		
12. Our employees exemplify the interpersonal skills necessary for delivering engaging and memorable experiences.		
13. Our customers perceive sincerity, loyalty and trust when interacting with any of our employees.		
14. We trust and empower our employees to make sensible decisions.		
15. We encourage our employees to behave in extraordinary ways toward one another and our customers.		
16. Our employees have the authority to “break the rules” to make a situation “right” for the customer.		
	<b>Total</b>	

**Evaluating your score: Based on the rating assigned, score each item as follows: 0 = 0, 1 = 1.25, 2 = 2.50, 3 = 3.75, 4 = 5.00, 5 = 6.25. Add individual item scores to arrive at a total score.**

**90 – 100 Very High Elevation:** Strength to capitalize on; you have the behavioral dimension characteristics of a LEADING PRACTICE brand. KEEP up the Consistency, Relevancy and Distinction with your brand by subscribing to our Brand Elevation! eNewsletter: [www.BrandAscension.com/Newsletter\\_Signup.html](http://www.BrandAscension.com/Newsletter_Signup.html)  
**80 – 89 High Elevation:** Strength to build on; with a little improvement, behavioral dimension characteristics could be elevated to LEADING PRACTICE brand; Sign up for Brand Elevation! eNewsletter to get monthly tips, articles and classes on brand building strategies. Book The Brand Ascension Group to train at your next company event – build teams around the brand and help your employees continue to live and embody your brand.

**70 – 79 Medium Elevation:** With targeted and committed improvement, behavioral dimension characteristics could be elevated to LEADING PRACTICE brand. SIGN UP FOR the Brand Elevation! eNewsletter to get monthly tips, articles and classes on brand building strategies; ENROLL in our Brand DNA Webinar workshop to define, create, and build your brand road map. Increase your brand expertise by purchasing and downloading our simple and educational ebooks: *The 6 Myths of Small Business Branding*, and *Getting Your Employees on the Brand Wagon*.....[www.BrandAscension.com/Elevating\\_Products.html](http://www.BrandAscension.com/Elevating_Products.html)

**60 – 69 Low Elevation:** Lots of opportunity for improvement; with diligent and careful effort, behavioral dimension characteristics could be elevated to LEADING PRACTICE – start with low hanging fruit! SIGN UP FOR the Brand Elevation! eNewsletter to get monthly tips, articles and classes on brand building strategies; ENROLL in our Brand DNA Webinar workshop to define, create, and build your brand road map.

We highly recommend that several key players in the company complete this assessment. Then compare the results – where are the gaps in perception and practice? Why? Begin a targeted action plan to begin addressing the gaps and “low-hanging fruit.” The Brand Ascension Group is happy to consult with you and your company on the results of this assessment and how you can fulfill gaps in behavioral attributes to enhance your brand’s experience.