

Brand Ambassador Readiness Assessment

Your brand is what people think and say about your organization. Your brand is reinforced through the daily interactions your employees have with customers/clients and community stakeholders. How well have you equipped your employees to represent your brand? You can complete the assessment for a group of employees or with individual employees.

Rate the follow statements below on a scale of 1-5 points.

1 = This is an area where we need a lot of improvement or lack confidence.

5 = This is an area where we are hitting the mark! We are confident and strong.

Rating: _____ 1. Employees understand the challenges and aspirations of those you serve.

Rating: _____ 2. Employees can articulate why your organization is unique.

Rating: _____ 3. Employees can communicate who you are, what you do, and why it is important to those you serve.

Rating: _____ 4. Employees understand your vision, what your brand stands for, and why you exist.

Rating: _____ 5. Employees create a consistent experience for new customers/clients that reinforces your brand.

Rating: _____ 6. Employees have been part of the process to define how you describe your brand.

Rating: _____ 7. Employees understand your brand's why (purpose, difference you are trying to make, what is exciting about your organization and the work you do).

Rating: _____ 8. Employees have access to resources—messaging, marketing materials, presentation templates, and/or training to support them in promoting your organization.

**TOTAL
SCORE**

Scoring: Add up the points for questions 1-8 and see where your total score lands.

35-40 Great work! You already have a lot in place. Identify the areas that need a little extra push or clarity.

30-34 You have a good foundation. Find the key areas to build upon. What area, if improved, would make the biggest impact?

25-29 Some elements are in place. Take it to the next level. Consider implementing training and supports for staff to help increase their understanding of your brand and improve communication skills with customers/clients.

1-24 There are several opportunities for improvement. Prioritize the top 2-3 areas to work on and create an action plan to make it happen!



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