

Brand Attributes Worksheet



The Carruthers Group

INSTRUCTIONS

This document is intended to help you define your brand attributes, and determine the amount of alignment you have with other team members around these terms.

Note: There are two parts to this worksheet.

Brand Attributes Worksheet

PART ONE

EXERCISE

Step #1: Ask yourself what household brands have attributes similar to your company. List as many as three. Provide a short explanation or rationale for your thoughts.

**Complete this yourself in the area below. Have your teammates do the same.*

Brand	Rationale
1.	
2.	
3.	

EXERCISE

Step #2: Determine your level of alignment.

Present your answers to Step #1 to the group. Have each team member do the same. During the conversation determine the level of alignment between each individual. While the brands do not need to be the same, the rationales should match if you are aligned.

This should make for a dynamic and thought provoking conversation.

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PART TWO

EXERCISE

Step #1: Ask yourself what words are representative of your brand?

**Complete this yourself in the area below. Have your teammates do the same.*

1.

2.

3.

4.

5.

EXERCISE

Step #2: Put all the words from Step #1 on a whiteboard.

**Or use the area below.*

EXERCISE

Step #3: Group all the same words together on the whiteboard.

**Or use the area below.*

EXERCISE

Step #4: Determine your level of alignment.

**Review the groupings, determine the most accurate sets, and observe your level of alignment.*

EXERCISE

Step #5: Audit your top word groups against your Defined Value.

**Review the top groupings and check these words against the words in your Defined Value.*

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EXERCISE

Step #1: List The Value Words Or Phrases That Represents Your Company.

**Complete this yourself in the area below. Have your teammates do the same.*

1.

2.

3.

4.

5.
