

The Seedling Sheet



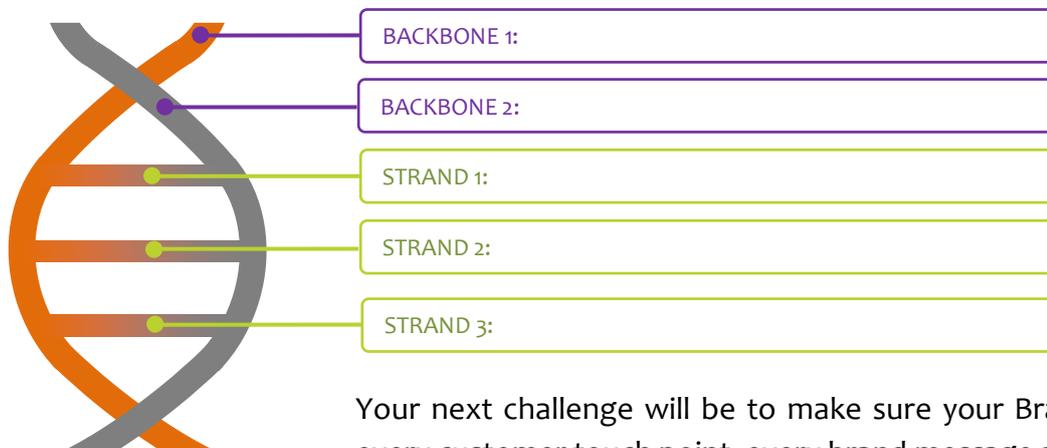
03: Brand and Deliver

The Essentials

What does your brand stand for? Your Brand DNA - the essence of what your business represents - sits at the heart of everything you do. It can capture customers and win loyalty, it can cut through the competition and give you a unique voice, as well as informing how you do business. One of most valuable exercises you can do is to determine exactly what your Brand DNA is made up of, as this will inform how you present the business to staff and customers. It is a key part to the personality of your business, and that is the part that people understand quickest, engage with and fall in love with. Your Brand DNA should run through everything you do and say, consistently and with clarity. Wherever customers touch your business, they should experience that same Brand DNA.

If you do one thing about your Brand DNA...

...then start thinking about what exactly your Brand DNA is made up of. You should do this collaboratively with key staff who know your business inside out. Consider the attributes of your brand personality - those values and attitudes that set you apart and make you unique. They can be words or phrases. Select two that really sum up the essence of your brand to create the 'backbones': these will be at the core of your brand. Then add in the strands of supporting values.



Your next challenge will be to make sure your Brand DNA runs through every customer touch point, every brand message and everything you do.

Want to know more?

The Business Allotment can help you understand what your brand values are and how to bring them to life for your teams and your customers, to help set you apart and give your business a unique voice. **Brand and Deliver** is a 2.5 hour module to set you on the journey to having a brand that will propel your business forward. Contact us today to find out more.

Call Jodie Newman on 07966 482 662 or email jodie@thebusinessallotment.co.uk

www.thebusinessallotment.co.uk @bizallotment

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