

10 Guidelines to being the CBO

A Brand is what people think of you.™

Instinct

brand equity coaches

- 1. Build your Brand on a foundation.**
Look to your founding Core Purpose, Vision, Mission, Position, Values and Character.
- 2. Differentiate your Brand.**
Uncover and craft a unique and ownable position.
- 3. See your Brand as your business model.**
It's not just your logo & advertising, it's everything. A Brand is what people think of you™.
- 4. Enlist your senior people as your Brand deputies.**
Then build your Brand from the inside out.
- 5. Imagine everything about your Brand in a locked glass box.**
Everybody inside the company can see it for guidance. You keep the key.
- 6. Consistency, consistency, consistency.**
The Number One Rule of Brand building. Bonus – it will save you time and money.
- 7. Don't forget: Old Friends are a Brand's worst enemies.**
People inside your organization will tire of the Brand voice and argue for change. Rule of thumb: At this point, people outside will only just have begun to notice. Remember Guideline #6.
- 8. Don't forget: New Friends are the next worst.**
New hires and "creative" suppliers are eager to make their mark – and will change your Brand to do it. Remember Guideline #6.
- 9. Go with your gut.**
Use the instinctive leadership skills of the entrepreneur.
- 10. Keep your Brand vital.**
Tell Brand stories at every opportunity – in an email to everyone at the beginning of every week, at the start of internal and external meetings.