

Brand Health Checklist

Is your brand still working as hard as it should?

Use this quick self-assessment to check whether it's time to review or refresh your brand. Tick all that apply:

Market & Customers

- ☐ We're not being invited to pitch for the opportunities we believe we should be.
- ☐ Long-term customers are drifting away to competitors, despite us having a strong offer.
- ☐ We find ourselves competing on price more often than on value.
- ☐ Our marketing and campaigns aren't delivering the cut-through or results they once did.

Talent & People

- ☐ Recruitment is harder than it should be — the right talent isn't attracted to us.
- ☐ Our people are unclear on what the brand stands for.
- ☐ Staff are creating their own presentations and sales materials, because official brand resources don't work for them.
- ☐ Employee pride and engagement in the brand feels lower than it used to be.

Reputation & Relevance

- ☐ Our brand no longer reflects the products, services, or markets we now operate in.
- ☐ Our identity feels dated compared to competitors or the wider industry.
- ☐ The story we tell doesn't reflect the purpose, culture, or values we live by today.
- ☐ Stakeholders (customers, partners, investors) often misunderstand what we do or what makes us different.

How did you score?

- **0–3 ticks:** Your brand is in good shape, but keep an eye out, the landscape is changing fast. Look ahead and consider what your brand needs to get ready for.
- **4–6 ticks:** Warning signs are appearing. A brand review now could strengthen your position, accelerate growth and prevent bigger issues later.
- **7+ ticks:** Time for action. Your brand is holding you back and a brand refresh will make a real difference to the bottom line.

Next step:

If this checklist has raised questions, let's talk. A brand refresh doesn't need to be a revolution but it could be the difference between stagnation and real growth as market conditions improve.