

Storytelling Audit

Consider the strength of your organization's storytelling efforts (on a scale from 0-5) based on your own experience and perceptions.

Brand

DIFFERENTIATION. Outward expression of an organization's identity, purpose, work, and value.

1. We understand who our competitors and partners are—and how we stand out.

0 1 2 3 4 5
 We have some ideas. We know our landscape.

Notes:

2. We can concisely articulate the unique value we bring to our audiences.

0 1 2 3 4 5
 Define "concisely." In one branded tagline.

Notes:

3. Our brand feels distinct, ownable, and memorable.

0 1 2 3 4 5
 It could, but it doesn't. We clearly stand out.

Notes:

Subtotal:

Communications

ENGAGEMENT. Ongoing information sharing to build awareness and reputation.

1. I can articulate the role of communications in furthering our organization's objectives.

0 1 2 3 4 5
 Communication...matters? We're always intentional.

Notes:

2. Our messaging and design is consistent across all of our communications materials.

0 1 2 3 4 5
 Consistently changing. Like a communications machine.

Notes:

3. We have a mix of ongoing comms tactics that build awareness/engagement with our target audiences.

0 1 2 3 4 5
 We reach out now & then. Our comms strategy sings.

Notes:

Subtotal:

Marketing

ACTION. Targeted efforts to drive specific audiences to take a specific action (e.g. enroll now).

1. We consistently plan one-off campaigns that help achieve more narrow objectives.

0 1 2 3 4 5
 We're winging it. We've found our groove.

Notes:

2. We ground messaging in our audiences' goals and strengths.

0 1 2 3 4 5
 We're talking to ourselves. We center our audiences.

Notes:

3. We regularly use data to refine our marketing strategies.

0 1 2 3 4 5
 Anecdotally... Tweaks drive results.

Notes:

Subtotal:

TOTAL:

0-25
 Opportunities abound. Let's get to work.

26-34
 Solid foundation. Time to build.

35-45
 Nice work! Keep it up.