



The Overall Organizational Strategy is the foundation for everything in your organization including its Brand.

However, all three of the components above have to be monitored, managed and evaluated to ensure the organization is consistent in strategy and communications so that your brand is perceived correctly. The important thing to note is that we have a great deal of control over each of these components and can change course if we feel our organization or brand is not being perceived as we would like.

To be certain you are doing everything possible to manage your organization, look at the three components to see if they are consistent with each other and whether or not they accurately represent your organization. Ultimately, everything should be in alignment and represent your organization in a simple, relevant and memorable way. The basic premise behind the organization should also differentiate it from the competition. If you can accomplish this, your brand will stand out, be easily understood and be much more valuable to your customer base or target audience.

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