

THE BRAND ASSET ACCELERATOR SYSTEM™ Our Scorecard Exercise

Rate your reactions to each pair of phrases. Decide where you lie on the scale from 1 to 10. Add up your total from each column.

	1	2	3	4	5	6	7	8	9	10	
We don't have a clear vision of our company's future.											We have a clear and well-defined vision of the future.
Our customers don't know us as well as we would like.											Our customers have a clear understanding of who we are and what we offer.
People think of our competition. They don't think of us.											People think of us first before the competition.
We are not market leaders.											We are best in class.
We don't have a strong brand.											We have a strong brand.
The competition is hurting us.											The competition is afraid of us.
We have not exploited our competitive advantages.											We effectively exploit our competitive advantages.
We are not maximizing our revenue opportunities.											We are maximizing our revenue opportunities.
Our profit margins and market share are shrinking.											We are growing our profit margins and market share.
We don't have a lot of confidence in the future.											We have a strong sense of confidence in the future.
ADD COLUMN TOTALS											YOUR SCORE _____