

The Brand Compass

Chart your path.

The Brand Compass is a tool to understand your unique strengths and opportunities as a brand. It applies the core, central tenets of brand building to a model that makes it easy to understand and navigate your course.

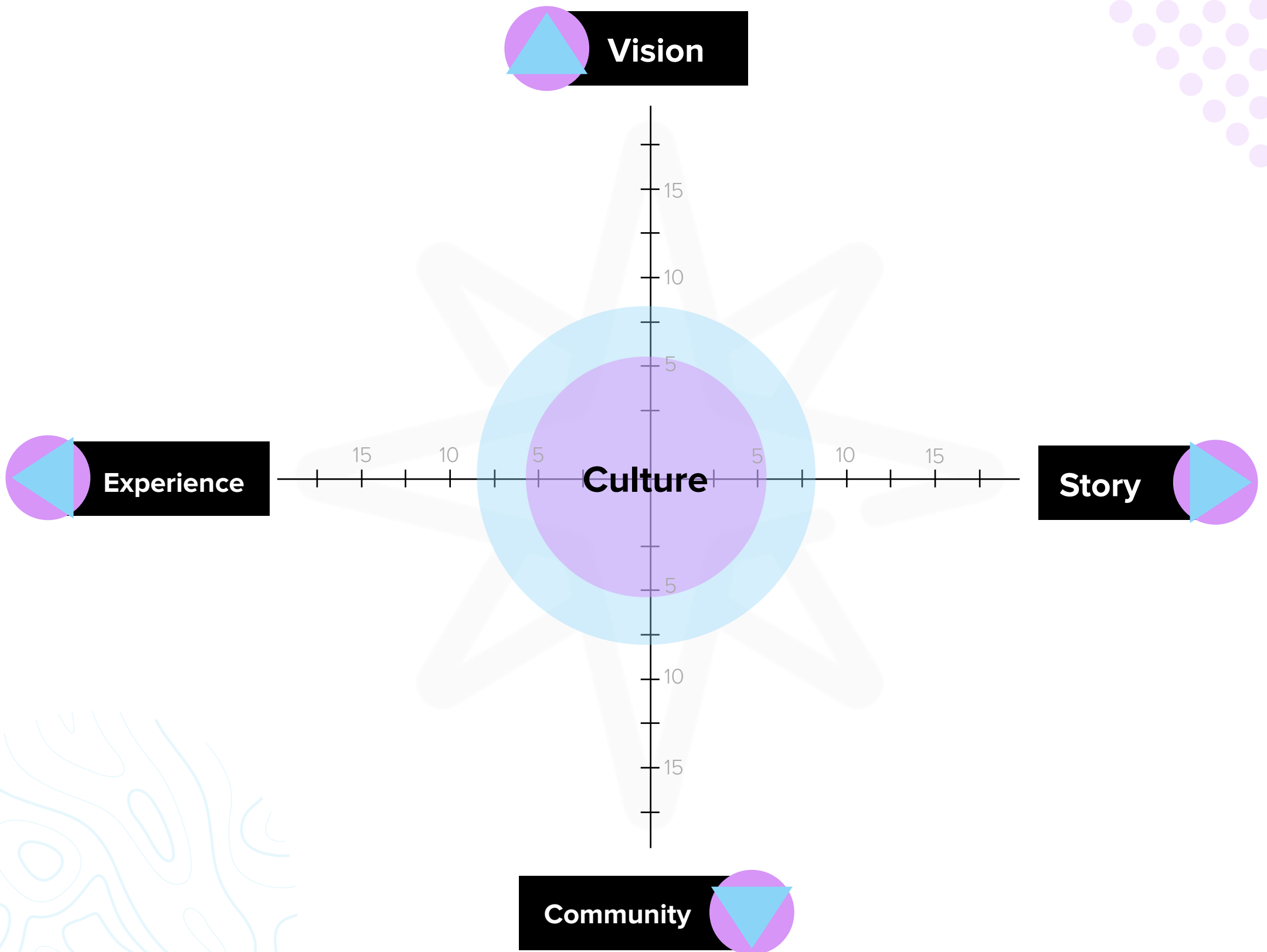
Easy to use.

- 1) Answer a few questions.
- 2) Add up your scores.
- 3) Plot your compass.

Your compass will show you where you're strong, and where to improve.



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Ok, great. So what's next?

Your Brand Compass is unique to you and can shift over time. It shows areas of strength and opportunity to guide your strategic planning and direction. Use your results to spark new thinking and inspiration.

- **Ask someone else** to try the Brand Compass. How do their answers compare?
- **What are your strengths?** How can you continue to cultivate and leverage them?
- **Where are opportunities?** What can you do to build in areas that need more focus?

► **Want to go further** with your Brand Compass? Continue to chart your path, and reach out to schedule a free strategy call: eric@summitx.co

