

YOUR SAY-DO GAP™

ASSESSMENT SCORE:

443/600

SCORE

BREAKDOWN

Here's how your score breaks down across the six key areas of belief and business success creation.

**Belief Identification:**  
A clearly defined belief that is evident in all branding and marketing endeavors.

50%

**Tangible Representation:**  
The tangible elements that people see, hear, and experience.

80%

**Customer Journey:**  
Alignment of your brand's belief throughout the touchpoints in the customer experience.

90%

**Content Authenticity:**  
The authenticity and consistency of your brand content.

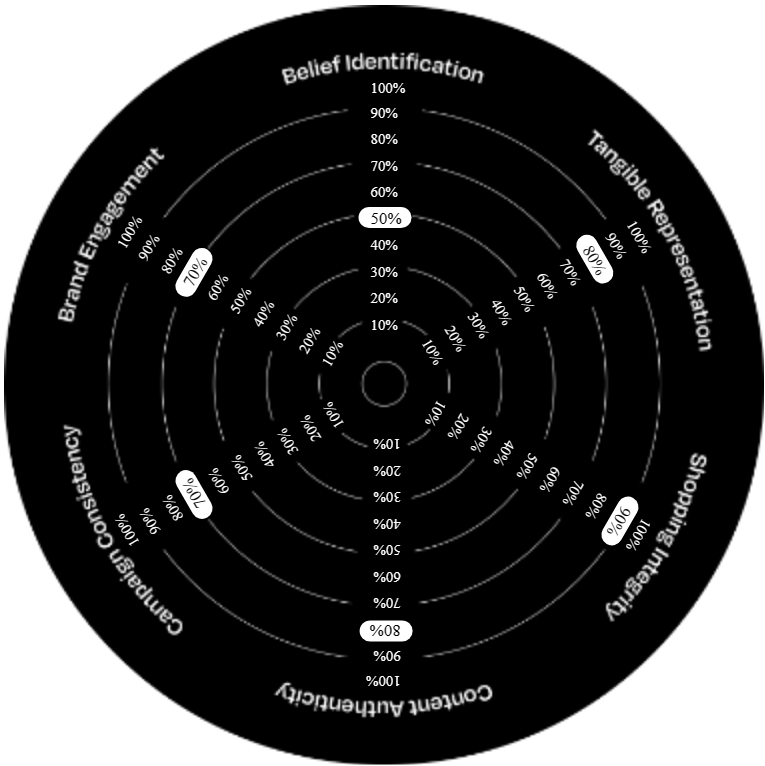
80%

**Campaign Consistency:**  
The alignment of your campaigns to your brand's belief.

70%

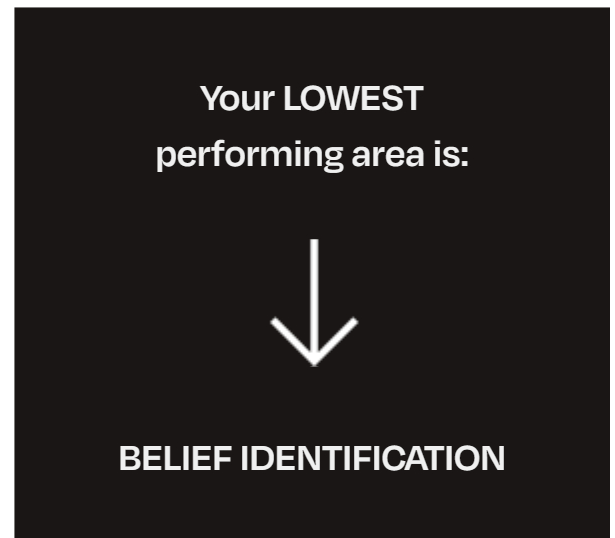
**Brand Engagement:**  
How your brand interacts with audiences and communities.

70%





## Insights



## Recommendations

Here are some recommendations on what you can do to put belief at the core of your brand and unlock new levels of growth.

### 1. Belief Identification

#### Facilitate Belief Discovery Discussions:

Delve deep into the foundational ethos of your company. Organize a workshop with cross-functional teams, inviting members from different departments and levels of seniority. This diversity will foster richer conversations and insights. Key discussion prompts could be: "Why did our founders start this business?", "How do our products/services fundamentally change lives?", and "Who are our core customers, and why do they choose us?". This exploratory session will provide clarity on your brand's belief system and create a shared understanding across the team.

**Benefit:** Establish a clear, unified, and compelling core belief that resonates internally and externally.

### 2. Tangible Representation

#### Embed Belief in Strategic Decisions:

Champion your belief as the primary touchstone for all significant decisions. This means assessing potential initiatives, campaigns, or partnerships against your core belief, ensuring every move you make resonates with your brand's essence. Encourage holistic thinking, looking beyond immediate results to the larger picture of fulfilling the company's core mission.

**Benefit:** Ensuring a consistent alignment between your brand's declarations and deeds, bolstering trust and authenticity in all stakeholder interactions.

### 3. Customer Journey

#### **Elevate Through Training & Empowerment:**

Bridging the Say-Do gap is a collaborative effort with your team leading the charge. Roll out expansive training modules, focusing on the frontline staff who shape the customer's journey. Equip them with tools, knowledge, and confidence to personify the brand's belief in every interaction. Role-play, real-world scenarios, and hands-on experience can transform theoretical knowledge into practical application. Cultivate an environment where employees are motivated to uphold the brand's belief, even in gray areas, and are empowered to make belief-aligned decisions. Establish feedback loops to continually refine training modules based on real-time challenges and insights.

**Benefit:** Well-trained, belief-centered teams foster trust, improve customer experience, and ultimately narrow the Say-Do gap, resulting in higher brand loyalty and customer retention.

### 4. Content Authenticity

#### **Prioritize Genuine Storytelling:**

Dive deep into the heart of what your brand believes in by weaving authentic narratives. Share real stories—emphasizing genuine emotions and experiences that reflect your brand's belief. By highlighting these authentic, relatable tales—be it through videos, imagery, or user-generated content—you create content that's not just engaging, but also deeply resonant.

**Benefit:** Authentic storytelling deepens emotional connections, making your brand more relatable and trusted by your audience.

### 5. Campaign Consistency

#### **Harmonize Performance and Belief-Driven Campaigns:**

Perfect the equilibrium between conversion-focused, bottom-of-the-funnel campaigns and emotional, top-of-the-funnel brand belief narratives. While it's vital to allocate resources for immediate sales through performance marketing, parallelly invest in brand campaigns that forge emotional ties and bolster brand loyalty. Enrich belief-driven narratives with insights from performance data, presenting a cohesive brand experience to customers.

**Benefit:** A balanced approach enhances brand consistency, fortifies emotional connections, and drives both immediate and long-term results.

### 6. Brand Engagement

#### **Deepen Emotional Connections Beyond Transactions:**

Transition from mere transactional interactions to authentic, emotionally-driven engagements to bridge the Say-Do Gap. Integrate your brand belief into all touchpoints, from events to PR initiatives. Design activations and events to deeply resonate with your belief, immersing participants in experiences that kindle emotions and build genuine connections.

**Benefit:** Engaging experiences founded on authentic interactions amplify brand loyalty and trust.

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