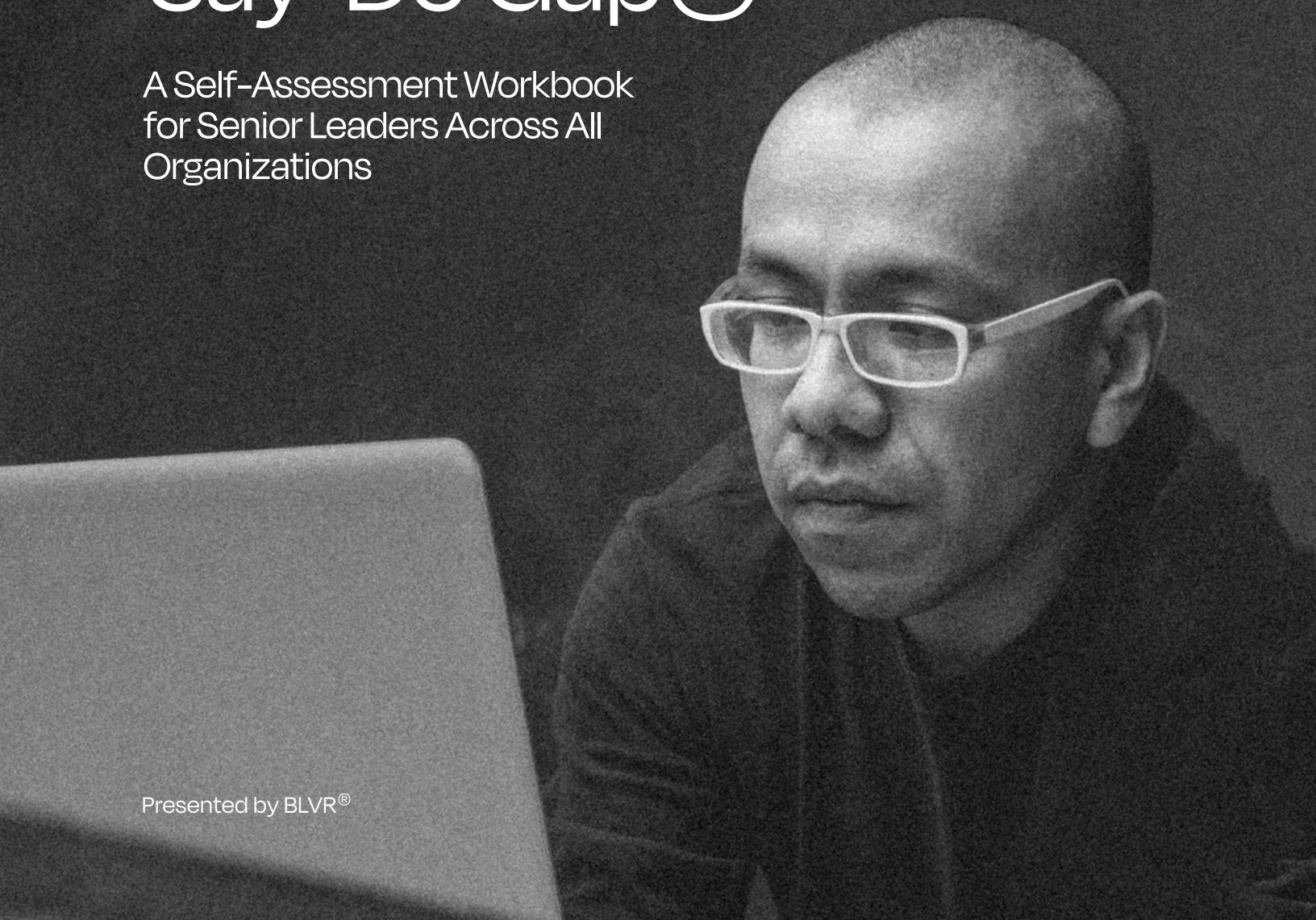


WORKBOOK

The Belief Alignment Reckoning Workbook— A Leaders Guide To Closing The Say-Do Gap®

A Self-Assessment Workbook
for Senior Leaders Across All
Organizations

Presented by BLVR®

A black and white photograph of a man with glasses, looking intently at a laptop screen. The man is wearing a dark jacket and has a serious expression. The background is dark and out of focus.

INTRO— DUCTION

Your Reckoning Starts Now

You've declared your belief. You've built a purpose. You've rallied your team around values.

But here's the brutal truth: Most organizations don't have a belief problem—they have a commitment problem.

When leadership decisions, team experiences, or stakeholder interactions don't match your words, you've got a Say-Do Gap®—the disconnect between what you say you stand for and what you actually do.

- Customers see through it and walk away.
- Team members disengage when they sense hypocrisy.
- Stakeholders pull back when trust fades.

The High Cost of Misalignment

- 67% of consumers abandon brands after one trust breach (Edelman Trust Barometer, 2023).
- Employees who distrust leadership are 75% more likely to leave (Gallup, 2022).
- Trusted organizations outperform peers by up to 400% (Harvard Business Review, 2021).

Real-World Reckoning: Volkswagen's "clean diesel" promise clashed with their emissions cheating. The Say-Do Gap cost them \$33 billion and a decade of credibility. Across any organization, when actions don't match stated values, trust evaporates—and the consequences follow.

→ **Your Defining Question:** If your organization vanished tomorrow, would anyone care? Does your answer align with your actions—or is it just a story you tell yourself?

This workbook isn't a feel-good quiz. It's a reckoning—a high-stakes audit to uncover your Say-Do Gap, confront its costs, and arm you with a plan to close it. Because trust isn't optional—it's your lifeline.

[VIDEO] Example of belief in action—proven over decades ↓



Patagonia has an estimated value of \$3 billion. It sells more than \$1 billion in outdoor clothing and gear and brings in over \$100 million in profits per year. Yet, the goal was never profitability. It is a result of Patagonia fearlessly living out its core belief.

The Hard Truth: Most Brands Will Never Get There

Everyone wants to be like Patagonia, Apple, or Charity:Water. They admire these brands, study their success, and try to replicate their magic.

But here's the uncomfortable truth—most will never get there.

Why? Because belief isn't a marketing tactic—it's a conviction relentlessly lived out through every decision, every product, or service, every interaction.

What Patagonia, Apple, and Charity:Water Got Right:

→ Patagonia didn't build its legacy on clever ad campaigns—it built it by making sacrifices, putting mission before profit even when it hurt the bottom line.

→ Apple didn't become a cultural force by following trends—it did so by obsessing over innovation, refusing to compromise its vision no matter what the market said.

→ Charity:Water didn't grow by following non-profit norms—it revolutionized the sector with its 100% model, radical transparency, and by letting donors actually see their impact through technology.

What Most Brands Get Wrong:

- They're stuck on the hamster wheel—chasing short-term gains instead of building long-term trust.
- They launch pretty campaigns that say all the right things, but they don't back them up with action.
- They rely on discounts, promotions, and paid ads to constantly acquire new customers because their leaky bucket of broken trust keeps losing the ones they already have.

The Harsh Reality

Stop obsessing over how to become like Patagonia, Apple, or Charity:Water—your path to greatness isn't in their conviction playbook, it's in your own.

You build it by having a belief so strong that it shapes your entire company—from leadership decisions to frontline interactions, from the way you hire to the way you serve. You don't just market it.

You live it—no matter what.

So the question isn't, "How do we become like one of these other brands?"

The question is: *"What do we believe so deeply that we'd be willing to put everything on the line for it?"*

How to Use This Workbook

1. **Face the Truth:** Answer with unflinching honesty. Half-truths won't close the gap.
2. **Engage Your Team:** Share this with your leadership cohort. Misalignment across leaders is a red flag.
3. **Act Decisively:** Use your results to prioritize immediate and long-term fixes.
4. **Time:** 45 minutes
5. **Who:** CEOs, CMOs, Executive Directors, department heads, or any senior leader influencing belief in action—across any type of organization, regardless of position in the leadership hierarchy.

SECTION 01

Your Belief: The Foundation of Everything

Before you assess your Say-Do Gap, let's get real about what drives your organization.

Most leaders operate from a mission, a vision, and core values. But what's often missing—or misaligned—is a single, unshakable belief that fuels every decision, action, and experience.

A belief is not a mission statement. It's not a marketing slogan. It's the conviction that, no matter what happens, no matter the cost, this will always be true.

What's the difference?

Element	Definition	Example: Patagonia
Belief (Unshakable Truth)	The core conviction that drives everything you do.	<i>A love of wild and beautiful spaces demands participation in the fight to save them.</i>
Purpose (What You Do About It)	How you act on your belief every day.	<i>To build the best product, cause no unnecessary harm, and use business to inspire solutions to the environmental crisis.</i>
Vision (The World You're Creating)	What success looks like when your belief is fully realized.	<i>To save our home planet.</i>
Values (How You Stay on Course)	The principles that guide every decision.	<i>Quality, Integrity, Environmentalism, Not Bound by Convention.</i>

Your Turn: Write It Down

Use the chart above as a guide. No wordsmithing. No overthinking. Just write what's real, today.

1. What's your single, unshakable belief?

2. What's your purpose?

3. What's your vision?

4. What are your core values?

Now, let's see if you actually live it.

SECTION 02

The Say-Do Gap Leadership Audit: Personal Alignment

Before assessing your organization, evaluate your own leadership alignment.

Map your alignment on the belief-behavior spectrum. Reflect, score, and commit to action..

Scoring Key:

1 = Major Misalignment (Trust is Broken)

2 = Needs Work (Inconsistent Commitment)

3 = Neutral (Partial Alignment)

4 = Strong (Mostly Consistent)

5 = Exemplary (Belief Fuels Everything)

1. Leadership & Cultural Alignment

Belief starts with you—or it's dead on arrival

Initial Score (1-5): ____ (Your gut reaction)

What's one decision or initiative in your area this year that authentically demonstrated the organization's single core belief?

What's one decision this year that betrayed it for profit, optics, or ease?

Do team members within your sphere of influence see the organization's core guiding belief reflected in day-to-day operations and decisions? (Yes/No/Maybe)

Revised Score (1-5): ____ (After reflection)

REFLECTION: Are you promising more than you deliver? What's the risk?

COMMITMENT: What one action will you take in the next 30 days to close your personal Say-Do Gap?

2. Brand Messaging & External Perception

People trust what they experience—not your tagline.

Ask three stakeholders (customers, partners, team members): “What is the single core belief that drives this organization?” Do their answers align with the stated core guiding belief?

Do your department’s communications and campaigns accurately reflect how the organization is living its core belief—or do they oversell it?

Is the organization promising more than it delivers? What’s the risk? OR: Is the organization underselling its true core belief? What opportunity is being missed?

Score (1-5): _____

Is the organization promising more than it delivers? What’s the risk? OR: Is the organization underselling its true core belief? What opportunity is being missed?

SECTION 03

Diagnose Your Say-Do Gap

Total Score: ____ / 30

The Belief Alignment Compass

Your score plots you on a revolutionary framework:

- **6-14: The Mirage Zone**
Belief is a ghost. You're hemorrhaging trust—fast.
Risk: Collapse of loyalty, results, or reputation.
- **15-22: The Drift Zone**
Belief flickers but fades in execution. You're losing ground.
Risk: Stagnation, skepticism, churn.
- **23-30: The True North Zone**
Belief guides you—but growth will test it.
Risk: Dilution under pressure.
Opportunity: Authentic differentiation, unwavering customer loyalty, and sustainable competitive advantage even during market disruption.

Your Diagnosis:

Lowest-scoring pillar: _____

Biggest cost of this gap (e.g., trust, talent, traction): _____

SECTION 04

The Leadership Reckoning Challenge

A Leader's First Test: Do You Have the Conviction to Drive Alignment?

1. Share this workbook with your peer leaders and, where appropriate, those above you in the organization.

- Sent to: _____

2. Score it independently, then discuss. If perceptions don't align, that's your first opportunity for improvement.

- Meeting Date: _____

3. Commit to one belief-driven change within your sphere of influence in 30 days. Measure it (e.g., engagement, feedback)..

- Change: _____
- Metric: _____

Example: An organization with the core belief that "human connections drive meaningful change" discovered their digital-only customer service was undermining this belief. They implemented a hybrid support model with personal follow-ups for complex issues—customer satisfaction increased by 35% and retention improved by 28%.

SECTION 05

Your Next Step: Turning Insight Into Action—The Truth About Your Results

You've mapped your Say-Do Gap. Now what?

Your Say-Do Gap® assessment isn't just a score—it's a wake-up call. Every day you operate with misalignment erodes trust, wastes potential, and leaves opportunity on the table. The most successful organizations don't just acknowledge their gaps—they take immediate, decisive action to close them.

What's at stake if you don't address this?

- Customers finding more authentic alternatives
- Your team's slowly eroding commitment and passion
- The organization's reputation becoming just another empty promise in a cynical market
- Your personal leadership credibility being undermined by system-wide inconsistencies

The good news? You've completed the hardest part—honest self-assessment. Now comes the choice that defines true leaders: Will you act, or will you rationalize?

If You're in the Mirage Zone (6-14)

What This Reveals: There's a significant disconnect between what your organization claims to believe and how it actually operates. This misalignment is likely visible to customers, team members, and stakeholders.

Common Root Causes:

- Lack of a clearly defined core belief that truly matters to the organization
- A core belief that was created but never operationalized
- Leadership decisions that routinely prioritize short-term gains over stated values
- Misalignment between stated belief and actual business model
- Fragmented internal understanding of what the organization stands for

Areas to Examine:

- Decision-making processes, especially when under pressure
- The authenticity and distinctiveness of your core belief
- Leadership alignment around your stated purpose
- How your organization measures success
- The gap between marketing messages and operational reality

Potential First Steps:

- Facilitate honest leadership conversations about what truly drives decisions
- Reassess whether your stated belief is authentic and meaningful
- Document instances where actions contradicted stated beliefs
- Gather unfiltered feedback from employees about perceived authenticity
- Consider whether your business model supports or undermines your belief

If You're in the Drift Zone (15-22)

What This Reveals: Your organization has a core belief that sometimes drives decisions, but implementation is inconsistent. You likely have pockets of alignment alongside significant gaps.

Common Root Causes:

- Belief that isn't translated into clear operational guidelines
- Siloed departments with varying levels of belief integration
- Inconsistent customer experiences across touchpoints
- Visual and verbal identity that doesn't fully express your belief
- Cultural practices that don't reinforce your stated values

Areas to Examine:

- Customer journey mapping against your core belief
- Brand expression evaluation (visual and verbal identity)
- Departmental alignment variations
- Onboarding and training processes
- How belief influences product/service development

Potential First Steps:

- Map every customer touchpoint and rate alignment with your belief
- Evaluate how well your visual and verbal identity expresses your belief
- Identify which areas of the organization most consistently embody your belief
- Assess how your core belief influences hiring, onboarding, and development
- Review how products and services reflect (or don't reflect) your belief

If You're in the True North Zone (23-30)

What This Reveals: Your organization has achieved strong alignment between belief and behavior. Your belief genuinely guides decisions, and this alignment is creating trust and differentiation.

Common Challenges:

- Maintaining belief alignment during growth or market pressure
- Ensuring new team members fully embrace your belief
- Attracting and retaining an audience that shares your belief
- Scaling operations without diluting belief-driven practices
- Evolving your expression of belief while maintaining its integrity

Areas to Examine:

- Growth strategies and their impact on belief alignment
- Audience targeting and engagement approaches
- Onboarding effectiveness for new team members
- Systems for maintaining alignment during challenging periods
- How your belief connects with next-generation audiences

Potential First Steps:

- Review growth plans through a belief alignment lens
- Evaluate whether your current audience truly connects with your belief
- Assess how well new team members understand and embody your belief
- Document how recent challenges affected belief-driven decision-making
- Consider how market and cultural evolution might affect your belief expression

Moving Forward: Options for Your Journey

Closing your Say-Do Gap is a journey that can take many paths. Consider these approaches based on your readiness and resources:

Self-Directed Approach: Use the insights from this assessment to create your own action plan. Start with the examination areas we've outlined and engage your leadership team in honest conversations about alignment.

Resource-Guided Approach: Explore branding and alignment resources, case studies, and tools to address specific gaps identified in your assessment. Visit our resource center at <https://bit.ly/business-branding-resources> for guides and case studies designed to help organizations align actions with their core belief. Many find value in content that addresses their specific challenges.

Expert-Supported Approach: Consider working with brand strategy experts who specialize in belief alignment. At BLVR, we offer various engagements from focused immersions to comprehensive transformations. Our team can help guide you through the process of closing your Say-Do Gap with proven methodologies tailored to your specific challenges.

Regardless of which path you choose, the most important step is to begin. Organizations that thrive don't just talk about their core belief—they commit to living it authentically, even when it's challenging.

Ready to take the next step?

Let's Start a Conversation



Ready for your belief to drive real results? Book a **FREE** 30-minute discovery call with BLVR today to discuss your assessment learnings and get actionable insights to close your Say-Do Gap.

BOOK A CALL

How We Can Help



Explore BLVR's engagement models designed specifically to align your organization's actions with its core belief. See how our collaborative approach has transformed brands that mean business.

EXPLORE OUR ENGAGEMENTS

ABOUT BLVR®



Closing the Say-Do Gap isn't just a strategy—it's survival. At BLVR, we've spent over a decade transforming organizations by aligning what they say with what they do. In a market where skepticism reigns, brands that don't live their convictions vanish.

How We Help:

- 1. Draw the Line:** We uncover your unshakable belief and establish where compromise cannot exist.
- 2. Make It Real:** We embed your belief into every operational system, cultural practice, and customer touchpoint.
- 3. Prove It Everywhere:** We transform your belief from words into undeniable action that builds trust without explanation.

You've started the reckoning. Let us help you finish it. Your belief deserves to be lived—not just spoken. Reach out today.

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