

TOOL BOX

DEFINING BRAND

A school's brand is the promise of benefit delivered to those with whom it wants to have a relationship. Here is a tool to help you discover the attributes of your school's brand based on how various constituencies experience it.

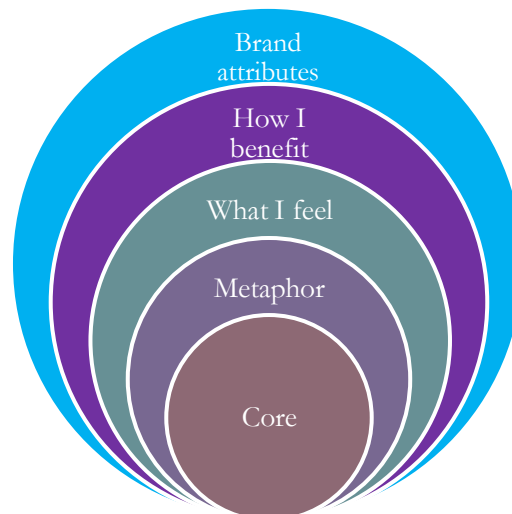
We like the Zstories' Brand Wheel Exercise because it's fun and versatile. It can be used with students,

faculty and staff, board members, parents, alumni, donors, and even local community members.

Compare findings across constituencies to discover key elements of your 'promise of benefit' that resonate most dominantly and consistently.

These will be the essence of your brand.

Zstories' Brand Wheel Exercise¹



1. Core – What is the lasting essence or ethos of our school that makes it unique?
2. Metaphor – If our school were a person, animal, machine or planet what would it be?
3. What I feel – What does our school mean to me? How does my presence here make me feel?
4. How I benefit – What can our school do for me?
5. Brand attributes – What are the key strengths and differentiators of our school?

¹ Zstories Cinemastry, zstories.com