

Two Foundations for Brand Creation and Management

1 CORE VALUES

What 3-5 words that currently describe your brand and the brand of your team?

When compiling what you want your brand to look like, you need to focus on the specific values that you want to represent. Picking 3-5 words and focusing on those allow you to identify what your brand is good at and what it is lacking.

- Take a look at other brands (Nike, Starbucks, Apple, etc.) and brainstorm how they stand out.
 - What makes them different from others in their field?
 - What does their brand excel at?
 - What does their brand lack?

What would your direct supervisor say be the 3-5 words that describe your brand?

Discuss with your supervisor what 3-5 words he/she thinks best represents your brand. Once you both have your lists, think about words that you might want to change, add or delete. A few example questions you can ask one another include:

- What words do we both agree on?
- Why is this word better than this word?

2 MAINTAINING YOUR BRAND

Do you maximize, leverage and protect your brand?

When you're the coach of a basketball team, you need to realize that you get a lot more exposure than the general public. Personally and professionally, you have to be aware of what you're putting out there and how you are receiving it. Your brand as a coach should continue to reiterate what you and your supervisor have talked about to be your 3-5 core values.

Whenever you are out on a recruiting trip or out at dinner with your family, you must understand that you always represent your brand and that of your program. The importance of the way you carry yourself as a leader and ambassador of your program cannot be emphasized enough.

Do you have a 5-minute elevator pitch to share?

When someone comes up to you and asks you about your program and brand, do you have talking points to inform them of your program? Sit down and prepare this speech. Have an even shorter version just in case.

Tips:

- Be prepared
 - When someone asks you, don't be afraid to show your confidence in your program
 - Rehearse your brands important talking points
 - Refine your strategy to fit into a cohesive speech
- Be direct
 - Show your passion for your program and its values
 - Take pride in what you value and what you aim to create
- Be intentional
 - There is a strategy that goes behind your brand, be mindful of that and don't just say things to say them, have a purpose

Keep in mind that the people around you also have an effect on your brand. Do your friends help protect and enhance your brand? How do they continue to make sure your core values are being maintained?

Final Thought:

It takes a lifetime to build a brand and moments to destroy it

- Choose wisely and strategically when it comes to your core values
- Are the people around you supporting your brand?
- How can I maximize my brand?

