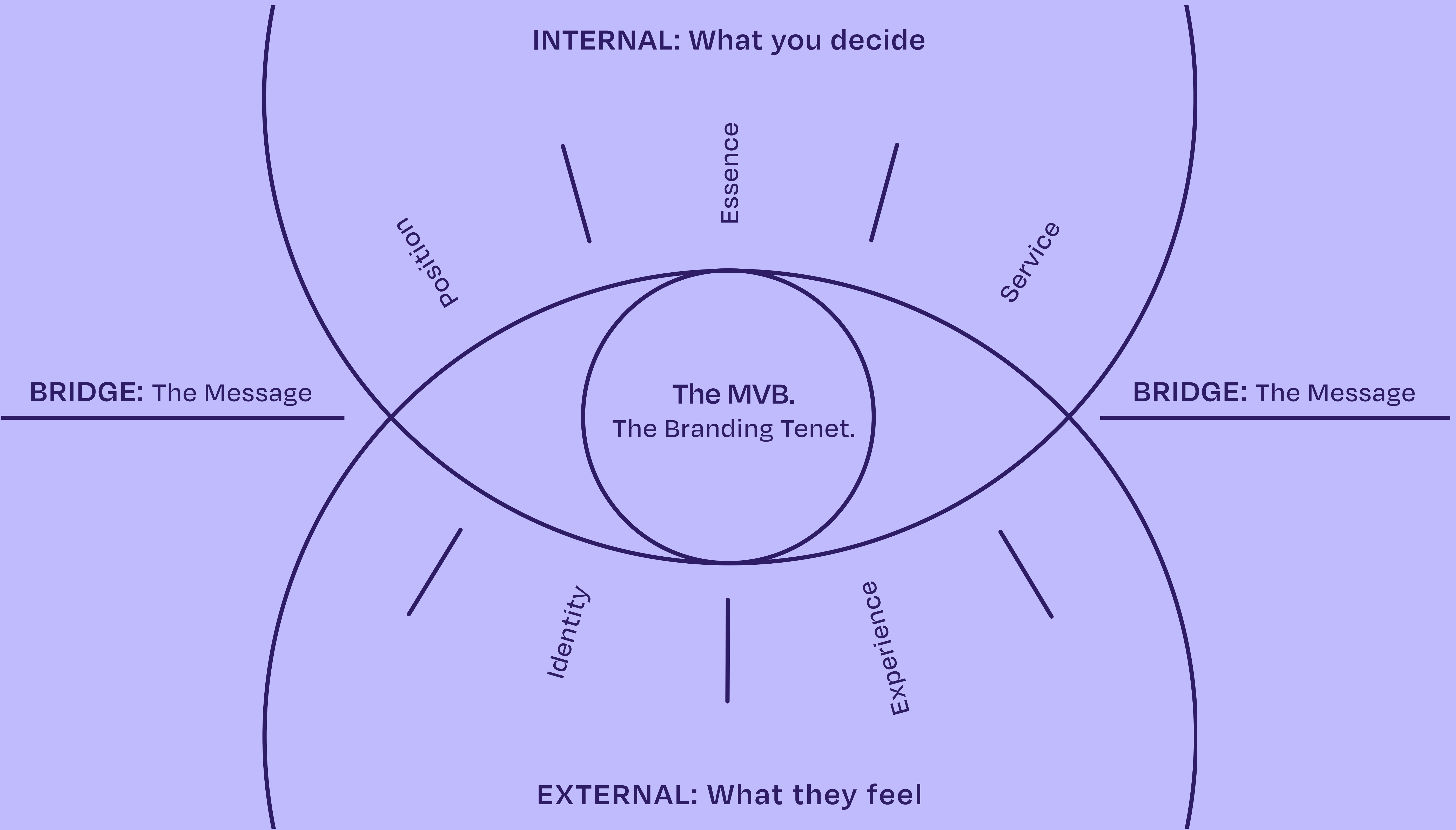


MVB. THE BRANDING TENET.

# The Brand Diagnostic



# The System

A functioning brand operates across two worlds.

**The internal world —**  
the decisions nobody sees.  
Position. Essence. Service.

**The external world —**  
everything the market sees and feels.  
Identity. Experience.

Between them sits the bridge.

**Message —**  
what carries internal decisions into  
consistent external expression.

Most businesses build the external world first. Then wonder why none of it compounds. It doesn't compound because there's nothing underneath it.

**No position. No principles. No bridge.**

**The external world is only ever a reflection. If the internal world doesn't exist, the reflection has nothing to show.**



**BEFORE YOU START**

# How to score this

This is a diagnostic, not a quiz. There are no trick questions and no right answers to perform.

Work through each layer in order. For every question, answer honestly — yes or no.

**SCORE:**

**1 point for every yes,  
0 for every no.**

**The internal layers —**

Position, Essence, Service, and Message.  
Each layer scores out of 8.

**The external layers —**

Identity and Experience.  
These are a secondary check,  
not the primary diagnostic.

**The final score doesn't tell you whether  
your brand is good or bad. It tells you  
where the system is missing, which is the  
only thing worth knowing.**



L1 —

POSITION

# What you own in the market.

|          | QUESTIONS                                                                       | ANSWER:<br>CIRCLE ONE | SCORE:<br>1 FOR YES.<br>0 FOR NO. |
|----------|---------------------------------------------------------------------------------|-----------------------|-----------------------------------|
| 01       | Do two people on your team describe what you do the same way?                   | Yes   No              | <input type="checkbox"/>          |
| 02       | Can you name one thing you do that a direct competitor couldn't honestly claim? | Yes   No              | <input type="checkbox"/>          |
| 03       | Can a customer describe what makes you different, without being prompted?       | Yes   No              | <input type="checkbox"/>          |
| 04       | Does your pricing reflect a specific position — not just the market rate?       | Yes   No              | <input type="checkbox"/>          |
| 05       | Do you know who you lose deals to most often, and why?                          | Yes   No              | <input type="checkbox"/>          |
| 06       | Have you turned down a customer who wasn't the right fit?                       | Yes   No              | <input type="checkbox"/>          |
| 07       | Can you explain what makes you different in one sentence, no qualifiers?        | Yes   No              | <input type="checkbox"/>          |
| 08       | Would your position still hold if you doubled in size tomorrow?                 | Yes   No              | <input type="checkbox"/>          |
| L1 Score |                                                                                 |                       | <input type="checkbox"/> / 8      |

CARRY THIS SCORE TO THE FINAL SLIDE



L2 —

ESSENCE

# The principles that don't move.

|    | QUESTIONS                                                                         | ANSWER:<br>CIRCLE ONE | SCORE:<br>1 FOR YES.<br>0 FOR NO. |
|----|-----------------------------------------------------------------------------------|-----------------------|-----------------------------------|
| 09 | Has a principle ever stopped a bad decision before it happened?                   | Yes   No              | <input type="checkbox"/>          |
| 10 | Does your team make similar calls under pressure — without checking in?           | Yes   No              | <input type="checkbox"/>          |
| 11 | Have you said no to a profitable opportunity because it didn't fit who you are?   | Yes   No              | <input type="checkbox"/>          |
| 12 | Could someone new learn how you operate without a handbook?                       | Yes   No              | <input type="checkbox"/>          |
| 13 | Are your values things you'd defend even when no one's watching?                  | Yes   No              | <input type="checkbox"/>          |
| 14 | If you reversed one of your principles, would it describe a competitor — not you? | Yes   No              | <input type="checkbox"/>          |
| 15 | Could you lose a sale over a principle and not regret it?                         | Yes   No              | <input type="checkbox"/>          |
| 16 | Has your culture stayed consistent as the team has grown?                         | Yes   No              | <input type="checkbox"/>          |

L2 Score

☐ / 8

CARRY THIS SCORE TO THE FINAL SLIDE



L3 —

SERVICE

# Where the promise meets reality.

|          | QUESTIONS                                                                         | ANSWER:<br>CIRCLE ONE | SCORE:<br>1 FOR YES.<br>0 FOR NO. |
|----------|-----------------------------------------------------------------------------------|-----------------------|-----------------------------------|
| 17       | Does what you promise match what you actually deliver, without explanation?       | Yes   No              | <input type="checkbox"/>          |
| 18       | Could you show a new hire exactly what good looks like in your delivery?          | Yes   No              | <input type="checkbox"/>          |
| 19       | When complaints happen, are they rarely about the same thing twice?               | Yes   No              | <input type="checkbox"/>          |
| 20       | Would your delivery process survive a key person leaving?                         | Yes   No              | <input type="checkbox"/>          |
| 21       | Do you know the exact moment in your process where trust is won or lost?          | Yes   No              | <input type="checkbox"/>          |
| 22       | Could a customer describe your service back to you accurately, without prompting? | Yes   No              | <input type="checkbox"/>          |
| 23       | Do you measure something beyond whether the client seemed happy?                  | Yes   No              | <input type="checkbox"/>          |
| 24       | Have you fixed a recurring delivery gap, rather than just apologising for it?     | Yes   No              | <input type="checkbox"/>          |
| L3 Score |                                                                                   |                       | <input type="checkbox"/> / 8      |

CARRY THIS SCORE TO THE FINAL SLIDE



L4 —

THE BRIDGE: MESSAGE

# How decisions reach the market.

|    | QUESTIONS                                                                             | ANSWER:<br>CIRCLE ONE | SCORE:<br>1 FOR YES.<br>0 FOR NO. |
|----|---------------------------------------------------------------------------------------|-----------------------|-----------------------------------|
| 25 | Would a stranger think your website, social, and sales team are the same company?     | Yes   No              | <input type="checkbox"/>          |
| 26 | Do your new hires know what you never say, not just what you do?                      | Yes   No              | <input type="checkbox"/>          |
| 27 | Could your team write a post or email and sound like you, without checking?           | Yes   No              | <input type="checkbox"/>          |
| 28 | Does your tone stay consistent whether you're closing a deal or handling a complaint? | Yes   No              | <input type="checkbox"/>          |
| 29 | Could a stranger describe you in one sentence after seeing only your marketing?       | Yes   No              | <input type="checkbox"/>          |
| 30 | Do you avoid the buzzwords every other company in your category also uses?            | Yes   No              | <input type="checkbox"/>          |
| 31 | If you removed your logo, could someone still tell it was you from the words alone?   | Yes   No              | <input type="checkbox"/>          |
| 32 | Has your language stayed consistent even when the visual identity has changed?        | Yes   No              | <input type="checkbox"/>          |

L4 Score

☐ / 8

CARRY THIS SCORE TO THE FINAL SLIDE



L5/6 —

THE EXTERNAL WORLD

# What the market sees and feels.

|    | QUESTIONS                                                                               | ANSWER:<br>CIRCLE ONE | SCORE:<br>1 FOR YES.<br>0 FOR NO. |
|----|-----------------------------------------------------------------------------------------|-----------------------|-----------------------------------|
| 33 | Does your visual identity reflect strategy, not just design preference?                 | Yes   No              | <input type="checkbox"/>          |
| 34 | Would your brand still be recognisable if you removed the logo?                         | Yes   No              | <input type="checkbox"/>          |
| 35 | Has your visual system stayed consistent across every channel without being policed?    | Yes   No              | <input type="checkbox"/>          |
| 36 | Could a new designer extend your identity without a brief from you?                     | Yes   No              | <input type="checkbox"/>          |
| 37 | Does every customer touchpoint feel like it came from the same company?                 | Yes   No              | <input type="checkbox"/>          |
| 38 | Could a customer describe what it feels like to work with you, whoever they dealt with? | Yes   No              | <input type="checkbox"/>          |
| 39 | Do you know the moment trust is won or lost in your customer journey?                   | Yes   No              | <input type="checkbox"/>          |
| 40 | Does your experience match the promise your brand makes before the sale?                | Yes   No              | <input type="checkbox"/>          |

L5/6 Score

☐

/ 8

CARRY THIS SCORE TO THE FINAL SLIDE



## WHAT YOUR SCORE MEANS

# Read each layer before you read the total.

The total matters less than where the gaps are. A perfect overall score with one layer at zero still means the system has a hole.

### All layers scored out of 8

#### **6–8**

→ **This layer is solid.**  
Part of your system,  
not just your assets.

#### **3–5**

→ **This layer has gaps.**  
They're costing you  
consistency right now.

#### **0–2**

→ **This layer isn't built yet.**  
Everything above it has  
no foundation.



FINAL SCORE

Add your scores.

L1 Score  / 8

L2 Score  / 8

L3 Score  / 8

L4 Score  / 8

L5/6 Score  / 8

Total  / 40

Find the gap.

RESULT BANDS

32 – 40

→ Your brand system is largely in place.

The internal world is built. The external world reflects it. Focus on the layer that scored lowest and keep building.

20 – 31

→ Your brand has meaningful gaps.

Marketing, hiring, and growth are compounding inconsistency you haven't resolved yet. Start with your lowest-scoring internal layer.

0 – 19

→ Your brand has assets, not a system.

The external world is running without a source. Before you spend on anything visible, build what's missing underneath.

Not sure where to start?

A Vision Clarity Session identifies the gaps and builds the system that fixes them.



# Your brand either has a system or it doesn't.

You now have the score.  
Six layers. One honest result.

The gaps in your scorecard are the gaps your  
customers are already feeling. The next step is  
building what's missing — with someone who's  
done this hundreds of times.

[Book a Free Vision Clarity Session →](#)

