

NUBRAND

Rebrand Reposition Refine

Most businesses guess.
They see their brand
underperforming and
reach for the wrong fix.

Swipe through.
Answer Yes or No.
Your scores tell you
what's right for you.

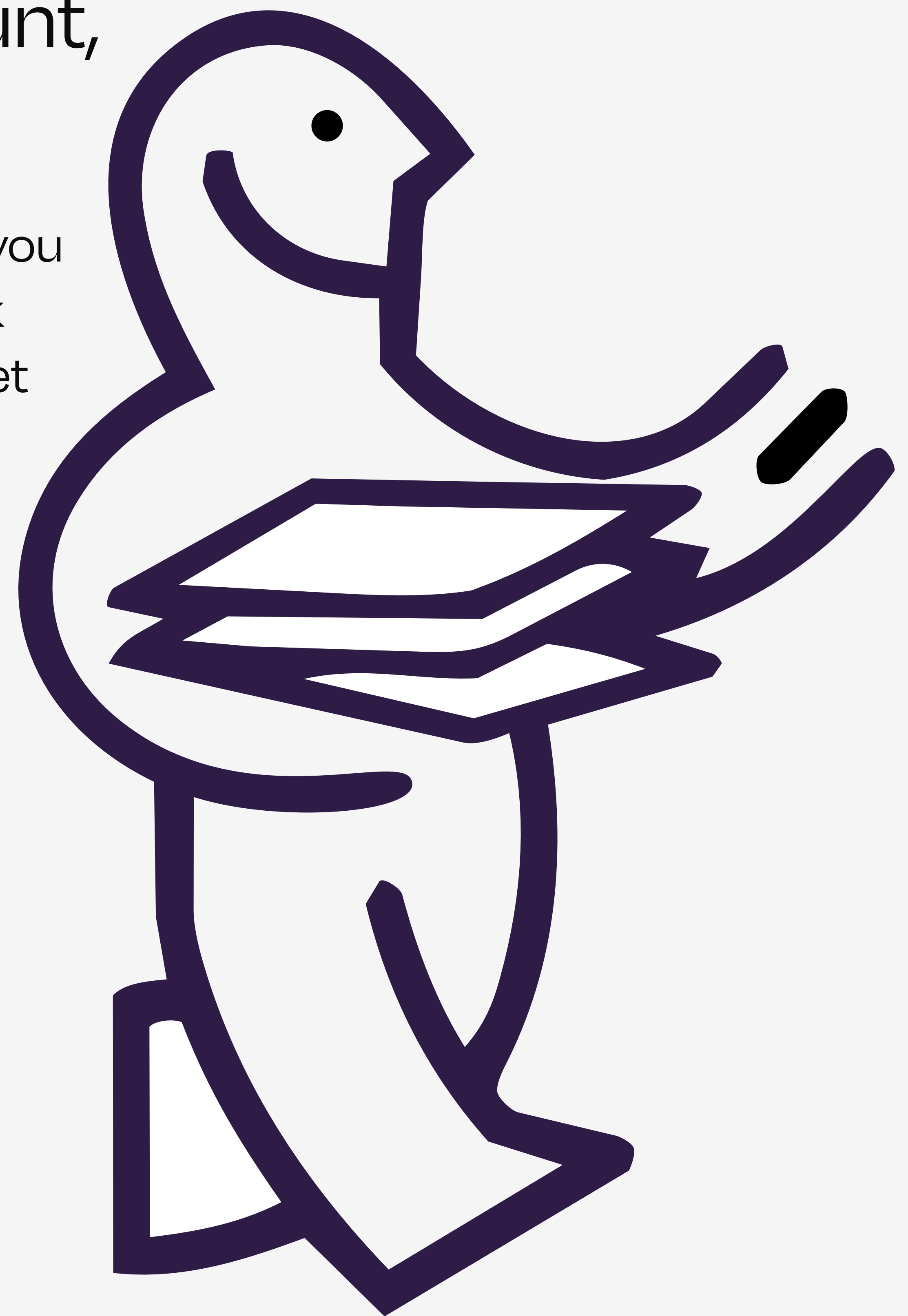
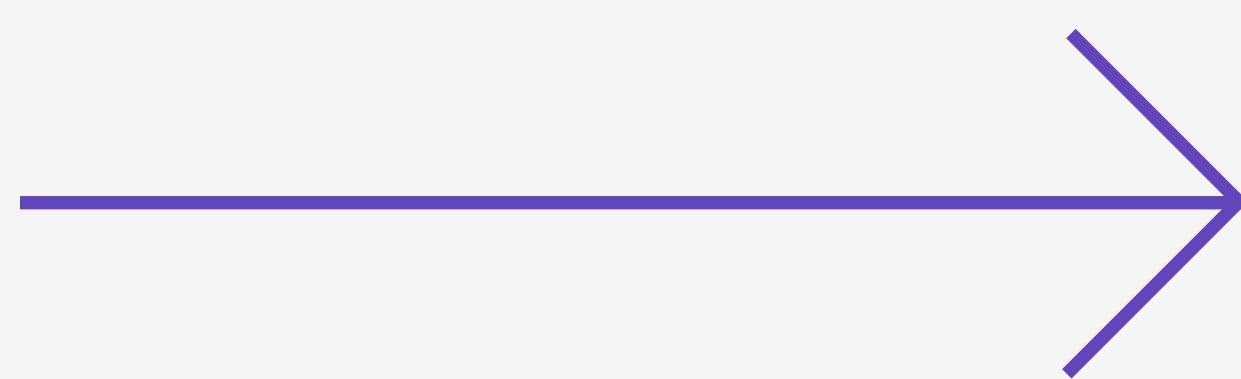
Three sets. Ten statements each.

Each set checks a different depth
of the brand, from the inside out.
Answer each one Yes or No.

Your score for each
set is your Yes count,
0–10.

Answer all three sets before you
look at the result. Then check
them in order. The deepest set
that fails is your answer.

It's that simple.
Let's start.



Has the internal compass moved?

Answer honestly.
This only works if you don't grade on a curve.

	STATEMENTS	ANSWER: CIRCLE ONE	SCORE: 1 FOR YES. 0 FOR NO.
01	Ask five people inside the business why it exists, and you'd get five different answers	Yes No	☐
02	The business model has pivoted. You make money a fundamentally different way now	Yes No	☐
03	The company the brand was originally built for doesn't really exist anymore	Yes No	☐
04	Decisions get made inside the business in a way the brand doesn't reflect at all	Yes No	☐
05	Nobody's sure what the business would refuse to do. There's no line anymore	Yes No	☐

SWIPE FOR NEXT 5



01 —

INTERNAL | 2/2

Continued...

	STATEMENTS	ANSWER: CIRCLE ONE	SCORE: 1 FOR YES. 0 FOR NO.
06	The values on the wall aren't the ones that get people hired or promoted	Yes No	☐
07	New leadership has quietly changed what the company actually values	Yes No	☐
08	The team argues internally about who the business is really for	Yes No	☐
09	The reason you started the business no longer drives the decisions you make	Yes No	☐
10	Long-time employees say "we used to be about X, now I'm not sure what we are"	Yes No	☐
SET 01 SCORE			☐ / 10



02 —

POSITIONAL | 1/2

Has the business outgrown the claim?

Answer honestly.
This only works if you don't grade on a curve.

	STATEMENTS	ANSWER: CIRCLE ONE	SCORE: 1 FOR YES. 0 FOR NO.
01	You're targeting a different customer than you were two years ago	Yes No	☐
02	A competitor could say your positioning statement and mean it just as much	Yes No	☐
03	You're winning on something — speed, depth, service — that your brand never claims	Yes No	☐
04	The market you're in has shifted, and your position hasn't moved with it	Yes No	☐
05	Your best customers describe you differently than you describe yourself	Yes No	☐

SWIPE FOR NEXT 5



02 —

POSITIONAL | 2/2

Continued...

	STATEMENTS	ANSWER: CIRCLE ONE	SCORE: 1 FOR YES. 0 FOR NO.
06	You've entered a category the original positioning never accounted for	Yes No	☐
07	Prospects consistently confuse you with a competitor who does something different	Yes No	☐
08	Your pricing has moved a tier, but the positioning still talks like the old one	Yes No	☐
09	The problem you solve today isn't the problem your original pitch was built around	Yes No	☐
10	Sales wins deals with a different argument than the one on your website	Yes No	☐
SET 02 SCORE			☐ / 10



03 —

EXECUTIONAL | 1/2

Is the system right, but the execution isn't?

Answer honestly.
This only works if you don't grade on a curve.

	STATEMENTS	ANSWER: CIRCLE ONE	SCORE: 1 FOR YES. 0 FOR NO.
01	Your messaging changes depending on who's writing it that week	Yes No	☐
02	Your visual assets don't match across channels — different fonts, colours, tone	Yes No	☐
03	Internally, people can describe the business clearly. Externally, it doesn't show	Yes No	☐
04	Your logo and colours get used differently depending on who made the file	Yes No	☐
05	A style guide exists, but nobody's holding anyone to it	Yes No	☐

SWIPE FOR NEXT 5



03 —

EXECUTIONAL | 2/2

Continued...

	STATEMENTS	ANSWER: CIRCLE ONE	SCORE: 1 FOR YES. 0 FOR NO.
06	Every department has built its own version of the templates	Yes No	☐
07	Your social posts, website, and sales deck sound like three different companies	Yes No	☐
08	Nobody can point to a single source of truth for how the brand should look or sound	Yes No	☐
09	Templates exist, but everyone tweaks them “just this once” until nothing matches	Yes No	☐
10	Customers who’ve seen every touchpoint still can’t repeat back what you do	Yes No	☐
SET 03 SCORE			☐ / 10



YOUR RESULTS

Check in order. Stop at the first fail.

01

Internal 4 or more?**→ Rebrand.**

The internal compass has moved. Start with the audit. Stop here.

02

Positional 4 or more?**→ Reposition.**

The claim no longer matches reality. Re-verify the claim. Stop here.

03

Executional 4 or more?**→ Refine.**

The system's right. The execution isn't. Tighten it.

All three under 4?

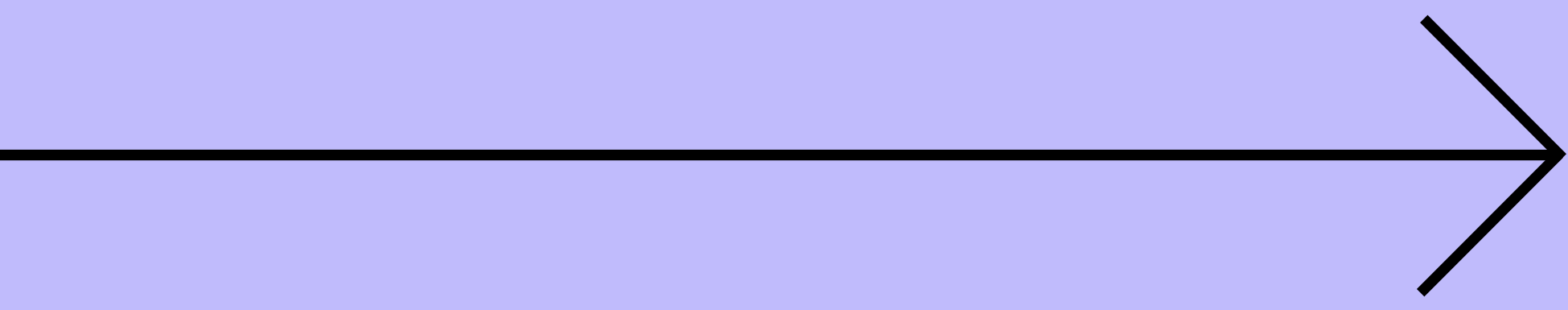
→ You're performing. Govern. Don't rebuild.

Some decisions sit outside this test.

Maintain, Rename, Retire, Architecture, Merger, and Founder Exit are real decisions, but they're not about fixing an underperforming brand. They're triggered by different events entirely.

If none of the three sets felt like a strong match, one of those might be the real question. [The full article covers all of it.](#)





Rebrand or Refine or Reposition.

The full decision framework — what each path actually involves, the tell that confirms it, and the six adjacent decisions this test doesn't cover.

[Read the full article.](#)

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

