



The Brand Clarity Check

Five reflective questions
for organisations who
feel uncomfortable

Lisa Ellison | www.liontooth.co.uk



Why clarity comes before activity

As organisations evolve, the way their work is described often lags behind.

This check is designed to help you pause and reflect on whether your external messaging still reflects who you are now, who you're trying to reach and what you want to be known for.

These are the same questions I use before any strategic work with organisations.

I know it's old school but the best way to go through this is to print it off and you can tick the answers and at the end, you'll have a clear overview of where your branding and marketing currently stands.



The Clarity Check

- Someone unfamiliar with your organisation could explain what you do and why it matters.
Where misunderstandings show up, clarity is usually missing upstream.
- You're clear about who you most want to reach right now and who you're no longer trying to serve.
Growth often stalls when messaging tries to speak to everyone.
- The way your organisation presents itself externally reflects where you are now, not where you were a few years ago.
Organisations evolve faster than websites, brochures and profiles.
- Enquiries and conversations are broadly aligned with the value you provide.
The quality of response is often more revealing than the volume.
- Everyone within your organisation has a clear understanding of your brand.
Often, there is internal misalignment and that can cause friction, if everyone isn't pulling in the same direction.



On reflection -

If nothing changes in how your organisation communicates its work over the next 12 months, will your business grow in line with expectation?

Clarity isn't about having all the answers, it's about noticing where things feel slightly out of alignment before investing more time, money or energy.

If you'd like a second set of eyes on your reflections, you're welcome to get in touch.

lisa.ellison@liontooth.co.uk