



## *The Brand Clarity Check*

Five reflective questions  
for organisations who  
feel uncomfortable

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## *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.

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



## *On reflection -*

If one or two of these questions made you pause, that's useful information.

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.

There's no expectation to take it further.

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