

THE BRAND ALIGNMENT

Scorecard

FIND THE GAPS BETWEEN WHAT
YOUR BRAND SAYS AND
WHAT IT ACTUALLY DOES.



Created by UPco — Brand clarity for what's next.

www.unleashedpotentialco.com



IS YOUR Brand IN SYNC?

Your brand isn't just what you say — it's what your people do, what your clients feel, and how consistently you show up.

When your internal culture, your external presence, and your purpose move in sync, your brand becomes unstoppable. But when they drift apart? Even the best strategy starts to wobble.

That's where this scorecard comes in.

The UPco Brand Alignment Scorecard helps you measure how well your purpose, people, and presence are working together. In ten minutes, you'll see where you're thriving, where you're drifting, and where to focus next.

So grab a pen (or fill it out digitally) and let's see how in sync your brand really is.

How to Use This Scorecard:

- Read each section carefully.
- Rate each statement from 1 (strongly disagree) to 5 (strongly agree).
- Tally your total score for each section and find your overall alignment score at the end.

Purpose 01



CLARITY OF INTENT

Does everyone in your organization understand why you exist beyond making money?

Statements (Rate 1–5):

_____ We have a clearly defined purpose that guides decision-making.

_____ Our team can articulate our brand promise in their own words.

_____ Our goals and messaging consistently reflect that purpose.

*When your “why” isn’t clear, your brand becomes reactive instead of intentional.
Alignment starts here..*

People 02



CULTURE IN MOTION

Do your people live your brand values — or just list them on the wall?

Statements (Rate 1–5):

_____ Our internal culture reflects the values we share publicly.

_____ Leadership models the behaviors we want to see in decision making and hiring.

_____ We recognize and celebrate when people act in alignment with our brand.

Your people are your brand. When values live in behavior, not policy, your culture becomes your competitive edge.

Process

03



THE WAY YOU WORK

Do your internal systems make it easy to stay on brand — or do they cause friction and confusion?

Statements (Rate 1–5):

- _____ Our onboarding, communication, and review processes reflect our brand standards.
- _____ We have consistent templates, tools, and workflows for key touchpoints.
- _____ Our brand strategy informs daily decisions, not just campaigns.

Brand alignment isn't magic — it's method. The best processes reinforce the story you're telling.

Presence

04



EXPRESSION IN THE WORLD

Does your brand look, sound, and feel consistent wherever it shows up?

Statements (Rate 1–5):

_____ Our visual identity feels cohesive and recognizable across all channels.

_____ Our tone and voice are consistent internally and externally.

_____ We regularly review and refine how our brand shows up in market.

Every touchpoint tells your story. If they don't sound like the same author, your audience feels the disconnect first.

Performance

05



RESULTS THAT REFLECT REALITY

Are your outcomes (reputation, retention, revenue) consistent with your brand's intention?

Statements (Rate 1–5):

_____ We measure both cultural and commercial success.

_____ Our brand reputation matches our internal experience.

_____ We have clear metrics for alignment and impact.

Aligned brands perform better — not because they work harder, but because they work together.



“

*When purpose, people,
and process move
together, your brand
becomes magnetic.*

YOUR BRAND ALIGNMENT SCORE

Instructions:

- Add up your section totals.
- Divide by 5 for your average alignment score. _____

Score Range	Alignment Level	What It Means
4.5–5.0	Fully Aligned	Your brand is cohesive and clear. Keep fine-tuning — you’re living it.
3.5–4.4	Mostly Aligned	You’ve got the foundation, but there’s room to reinforce consistency.
2.5–3.4	Partially Aligned	You’re clear in some areas but scattered in others. Focus on connection.
1.0–2.4	Out of Alignment	Your brand’s message, culture, or systems are working against each other. Time for a clarity reset.

Which area felt strongest?

Which area felt weakest?

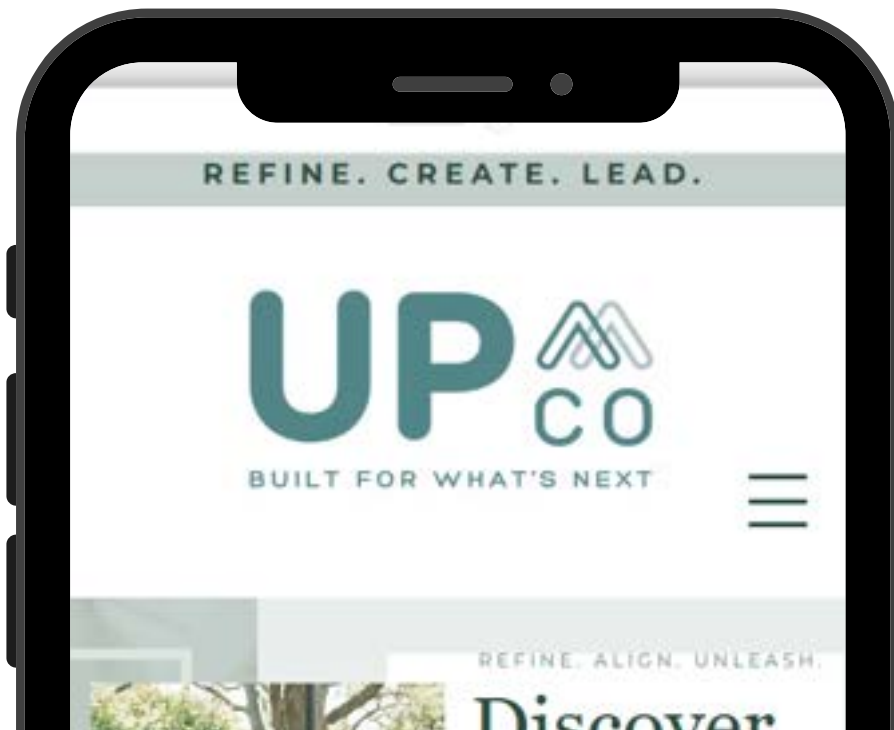
What’s one thing you could do this month to bring them into better balance?

Ready to BUILD WHAT'S NEXT?

If this scorecard sparked some insights (or some discomfort), that's a good thing. Awareness is the first step toward alignment.

At UPco, we help brands close the gap between their intention and execution — through strategy, culture, and process refinement.

BOOK A BRAND
ALIGNMENT SESSION



UPco | Built for what's *next.*
www.unleashedpotentialco.com