



THE 6 PILLAR BRAND AUDIT

LEADERSHIP

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YOU SCORED LOWEST IN LEADERSHIP.

The ability to inspire, influence or mobilize teams toward common goals that produce results comes with solid leadership. Visionary leadership produces collaborators and life-long ambassadors. Negative leadership creates insubordination. The choice is yours.

The way people feel about your company often cascades down. It is critical that leadership exudes the type of feeling or reaction that is sustainable.

Identifying whether goals and strategies are supported by an executive team is apparent in daily interactions. Parallel efforts should be put on both strategy and execution. All too often, brand strategy is put on the backburner for short-term, profit-driven initiatives.

Great brands understand that their leaders walk the talk to create massive momentum, year after year.



QUICK TIPS!

- Ensure your leaders are demonstrating the desired corporate brand behaviours
- Define a worthy ideal for your brand
- Develop a common vision created for your brand across departments, each with their own KPI's
- Form a leadership team that embodies: active listening, self-awareness, authenticity, responsibility, and integrity
- Create deeper rapport before expecting others to follow

Struggling to mobilize **Leadership** because your plate is just too full?

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