

# Brand-Mission Continuity Audit

*Five pressure points. Fifteen checks. Know where your brand holds and where it breaks.*

## How to use this

*Before your team can show up consistently, one question has to come first: does a shared artifact exist that describes what your brand should look, sound, and feel like in terms your team can use without asking you? Not the logo. The feeling. The standard. The line between right and almost right.*

*This audit will show you where that standard is and is not being applied. Use it in a leadership team session, a cross-functional working group, or a board retreat.*

- ✓ **Check it only if it's consistently true.** Ask yourself: if someone observed your organization for 30-90 days, would they see this happening consistently, not occasionally, not in the best teams, not when leadership is watching? Only check the box if the answer is yes.
- ✗ **Leave it unchecked if there's any doubt.** A work in progress, aspirationally true, or true in some teams but not others. That's a no. A high score built on "yeah, kind of" will cost you more than a low score built on the truth.

## 01 DIGITAL AND WEB

*Does your website work as hard as your team does?*

CHECK 1	CHECK 2	CHECK 3
<input type="checkbox"/> <b>Current positioning.</b> Our website reflects our current mission positioning, not an earlier version of who we were.	<input type="checkbox"/> <b>Timely updates.</b> When our thinking evolves, the website is updated to reflect it within a reasonable timeframe.	<input type="checkbox"/> <b>Clarity for new eyes.</b> A new team member could read our website and accurately describe what we stand for and who we serve.

## 02 SALES, DEVELOPMENT, AND MEMBER ACQUISITION

*Does your brand hold in the rooms you are not in?*

CHECK 1	CHECK 2	CHECK 3
<input type="checkbox"/> <b>Narrative consistency.</b> Our decks, one-pagers, and pitches draw from the same narrative as our marketing and content.	<input type="checkbox"/> <b>Independent alignment.</b> Field staff, chapter leaders, and business development staff represent the organization consistently without needing to check with leadership first.	<input type="checkbox"/> <b>One voice.</b> Our proposals and sales materials feel like they come from the same organization as our public brand.

### 03 EVENTS AND EXTERNAL PRESENCE

*Does your brand hold when it becomes three-dimensional?*

CHECK 1	CHECK 2	CHECK 3
<input type="checkbox"/> <b>Live brand presence.</b> Our brand holds at booths, on stages, in printed materials, and in live conversations.	<input type="checkbox"/> <b>Decision support.</b> People staffing our events have something to reference when making real-time brand decisions, not just memory.	<input type="checkbox"/> <b>Seamless experience.</b> Attendees experience a consistent brand across our event materials, digital presence, and verbal representation.

### 04 CONTENT, THOUGHT LEADERSHIP, AND ADVOCACY

*Does every voice in your organization tell the same story?*

CHECK 1	CHECK 2	CHECK 3
<input type="checkbox"/> <b>Unified narrative.</b> Every piece of content, regardless of author or channel, draws from the same mission-rooted narrative.	<input type="checkbox"/> <b>Advocacy alignment.</b> Our advocacy or policy communications feel consistent with our brand, not like a separate voice.	<input type="checkbox"/> <b>Recognizable across authors.</b> A reader who encountered our content from three different authors would know they came from the same organization.

### 05 INTERNAL CULTURE AND TEAM ALIGNMENT

*Can your people carry the brand without you in the room?*

CHECK 1	CHECK 2	CHECK 3
<input type="checkbox"/> <b>Shared language.</b> Our team members at every level can describe what we stand for in the same basic terms without asking someone above them.	<input type="checkbox"/> <b>Onboarding foundation.</b> New hires are given a clear shared artifact to build from, not just a style guide or a verbal orientation.	<input type="checkbox"/> <b>Consistent depth.</b> Our longest-tenured team members and our newest hires represent the brand with similar accuracy and confidence.

## Tally + Result

Count your checked boxes. Each check is 2 points. Maximum score is 30.

SCORE	STATE	WHAT IT MEANS
22–30	<b>Aligned and Scaling</b>	Your Brand Source of Truth is working. Focus now on maintaining it through growth, leadership change, and new markets.
12–20	<b>Drifting but Recoverable</b>	The vision exists but the system to carry it does not. Your team is working from memory more than from a shared source. The gap is fixable.
0–10	<b>Structurally Misaligned</b>	Brand continuity is actively costing you trust, revenue, and relationships. The mission is real. The system to carry it is not yet built.

*HarborWay Foundations (HWF) works with mission-driven organizations to build the strategic and operational infrastructure that turns purpose into measurable, scalable growth.*

**If your audit surfaced gaps worth talking through, we are here for that conversation.**  
[harborwayfoundations.com](https://harborwayfoundations.com)