WHAT'S YOUR REPUTATION GAP?



How to use this

1. Fill in all columns honestly.
2. Compare them to identify the biggest gap.
3. The largest gap should be your focus.

= the change you need to communicate internally

HOW WE SEE OURSELVES.

HOW THE MARKET SEES US.

HOW WE WANT TO BE SEEN.

= current reputation gap

= the change you need to communicate externally

What the results mean

The gap between "**how we see ourselves**" and "**how the market sees us**" is your **reputation gap**. Ask yourself why this gap might exist and what you can do to close it.

If the largest gap is between "**how we see ourselves**" and "**how we want to be seen**" your focus should be on **internal alignment**. Build the reputation you want from the inside out.

If the largest gap is between "**how the market sees us**" and "**how we want to be seen**", your **brand and external communications** is the priority. Work to shift perceptions with consistent messaging, visuals and action.

WANT HELP WITH WHAT TO DO NEXT?

GET IN CONTACT.

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