

EOS Core Process: Brand Management and Messaging

Process Owner: [Person from EOS Accountability Chart]

Last Updated: [Date]

Review Date: [Next quarterly review date]

EOS Integration

Connected EOS Tools:

Related EOS Rocks: [Current quarter Rocks that improve this process]

EOS Scorecard Metrics: [Weekly numbers tracked for this process]

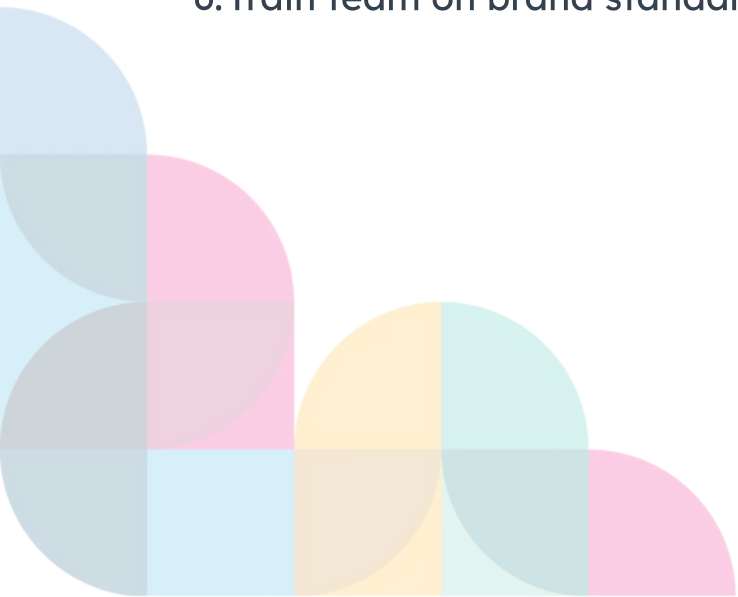
Accountability Chart Connection: [Which seat owns this process]

Process Overview

Purpose: Maintain consistent brand identity and messaging across all marketing touchpoints

High-Level Steps

1. Define brand guidelines and messaging framework
2. Create brand asset library and templates
3. Review and approve brand applications
4. Monitor brand consistency across channels
5. Update guidelines based on business evolution
6. Train team on brand standards



Core Process Detailed Steps

Step 1: Define Brand Guidelines and Messaging Framework

- Document brand mission, vision, and values
- Define brand personality and tone of voice
- Create visual identity guidelines (logos, colors, fonts)
- Develop core messaging pillars and value propositions
- Establish brand do's and don'ts

Step 2: Create Brand Asset Library and Templates

- Organize approved logos, images, and graphics
- Create templates for common marketing materials
- Develop brand-compliant presentation templates
- Build library of approved stock photography
- Maintain updated brand guideline document

Step 3: Review and Approve Brand Applications

- Review all marketing materials for brand compliance
- Approve new creative assets and campaigns
- Ensure messaging consistency across channels
- Check compliance with brand voice and tone
- Provide feedback and revision requests

Step 4: Monitor Brand Consistency Across Channels

- Audit website and digital properties monthly
- Review social media content for brand alignment
- Monitor third-party content and partnerships
- Track brand sentiment and perception
- Address brand guideline violations promptly

Step 5: Update Guidelines Based on Business Evolution

- Review brand guidelines quarterly
- Update messaging based on market feedback
- Evolve visual identity as business grows
- Incorporate new products/services into brand framework
- Document approved brand extensions

Step 6: Train Team on Brand Standards

- Conduct brand training for new team members
- Create brand guideline quick reference materials
- Provide ongoing education on brand best practices
- Establish brand champion roles across departments
- Regular brand compliance check-ins

Quality Standards & Success Metrics

Must-Have Standards:

- [] Standard 1 (measurable)
- [] Standard 2 (measurable)
- [] Standard 3 (measurable)

EOS Scorecard Metrics:

Weekly Metric 1: [Target number]

Weekly Metric 2: [Target number]

Monthly Metric: [Target number]

Accountability: Marketing team owns steps 1-5, HR supports step 6

Frequency: Ongoing monitoring, quarterly guideline reviews

Success Metrics: Brand compliance rate, brand awareness scores, message consistency

Process Connections

Receives From: [Which EOS core process feeds into this one]

Hands Off To: [Which EOS core process this feeds into]

Dependencies: [Other processes or resources needed]



Tools & Resources

Required Systems/Tools:

Tool 1

Tool 2

Template/Document links

Training Materials:

Link to training video

Link to detailed SOPs (if needed)

Onboarding checklist

Troubleshooting & Common Issues

If [Problem], Then [Solution]:

Problem 1 → Solution 1

Problem 2 → Solution 2

Problem 3 → Solution 3

Escalation: [When to involve process owner or leadership team]



Process Improvement

Last Quarter's Improvements: [What was changed and why]

Current Issues to Address: [Items for next EOS Rock or Level 10 discussion]

Issue 1

Issue 2

Ideas for Next Quarter: [Potential improvements to consider]

Approval & Sign-Off

Process Owner Approval: [Name + Date]

Leadership Team Review: [Date reviewed in Level 10 or quarterly]

Next Review Date: [Align with EOS quarterly cycle]



Quick Reference Card

[One-page summary of key steps for daily use]

The 5 Key Steps:

[Step 1 summary]

[Step 2 summary]

[Step 3 summary]

[Step 4 summary]

[Step 5 summary]

Key Metrics: [2-3 most important numbers to track]

Emergency Contacts: [Who to call if process breaks down]

