



# Leading by Convening

*Bringing It All Together*

## Your Brand

Branding is often associated with the business world, but really we all have a brand. For today's educators, our brand is not our content, our logo or our website. It's what our stakeholders perceive about us and how we make them feel.

We must go beyond our content and services; it's about selling the problem you are solving. Throughout The Partnership Way, we have been describing a shared approach to solving persisting problems through careful attention to the technical and the human sides of the issue and making operational choices that reflect both.

It's time to brand your approach.

- What is your mission?
- Why would anyone care about this work?
- What are people saying about you as you fulfill your mission?
- What do you want people to be saying about you as you fulfill your mission?
- What simple tag line can help you convey your desired brand?
- Where are the opportunities to develop your brand?
- In what ways will you seek feedback on the brand that you are cultivating (which may or may not be the brand you want to cultivate)?

Use the following form to brand your approach.

**Your Brand** (continued)

***Brand Your Approach***

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