

**BRAND**  
**ASSETS**  
**CHECKLIST**

*for business owners and leaders*

*This checklist will help you:*

- ✓ UNDERSTAND BRANDING
- ✓ REVIEW YOUR BRAND ASSETS
- ✓ BUILD YOUR BRAND FOR WEALTH
- ✓ CREATE AND PROTECT MORE SHAREHOLDER VALUE

*"Investments made in your company brand improves earnings, increases its valuation multiplier (the stronger the brand the larger the multiplier) and the ability to cash in on your Goodwill - at anytime in the business cycle."*

Lorne Kirsch CA, CBV, CFE  
Partner, BDO Dunwoody

## BUILDING YOUR BRAND FOR WEALTH ?

It's not news that your Brand is one of the most valuable assets of your company. When your Brand is correctly built and promoted, it has immense financial value and commands higher prices for your goods and services while keeping customers loyal.

A Brand built early and properly implemented assures shareholders increased company value over time. This is significant – enough so that the Brand can be valued for top dollar when the owner retires or when a business changes ownership.

Based on our 15+ years of experience working one-on-one with business leaders like yourself, we've found many owners and leaders were unaware that they were at considerable risk with their BRAND.

This checklist helps reduce typical risks business owners face during business valuation, day-to-day management, and succession by revealing whether you have all the necessary components for building your Brand for maximum business performance, shareholder value and personal wealth.

## CORPORATE LOGO

1.1	Does your company have a logo?	Y	N	?
1.2	Is your logo consistently applied to all your corporate communications?	Y	N	?
1.3	Is your logo trademarked?	Y	N	?
1.4	Do you think you can sell your logo as a Brand?	Y	N	?
1.5	Do you think someone would be willing to buy your Brand?	Y	N	?
1.6	If you were to sell your logo as a Brand, do you think you would get a good price for it?	Y	N	?

### LOGO

– a symbol or word mark that distinctively captures and promotes the essence of your company

*“In recent decades...the fraction of the total output of our economy that is essentially conceptual rather than physical has been rising. This trend has shifted the emphasis in asset valuation from physical property to intellectual property and to the legal rights that inhere in the latter”*

**Dr. Alan Greenspan**  
US Federal Reserve Board Chairman

## CORPORATE IDENTITY

2.1	Do you feel your company has a Corporate Identity?	Y	N	?
2.2	Do you think your corporate identity is CONSISTENTLY applied EVERYWHERE?	Y	N	?
2.3	Is your Corporate Identity consistent with the market niche of your company?	Y	N	?

### CORPORATE IDENTITY

– the visual graphic system that presents your company across all media (letterhead, website, signage, trucks, uniforms, advertising etc.)

## COMPANY BRAND

3.1	Does your company have a Brand promise?	Y	N	?
3.2	Does your company live up to its Brand promise?	Y	N	?
3.3	Can you describe your Brand in one sentence?	Y	N	?
3.4	Does your management understand the company Brand?	Y	N	?
3.5	Do your employees understand the company Brand?	Y	N	?
3.6	Do your suppliers and customers know your Brand?	Y	N	?

### BRAND

– your company’s reputation; internally (staff and suppliers) and externally (customers and competitors)

*“INTANGIBLE ASSETS are among the most strategic and most coveted assets of many companies and are often the most significant driver of competitive advantage and business growth”*

**James L. Horvath** B.Sc., MBA, CA, CBV  
Partner, Deloitte & Touche LLP Financial Advisory

4.1	Do you know why you are building your Brand?	Y	N	?
4.2	Do you have a strategy for developing your Brand?	Y	N	?
4.3	Do you know the dollar figure of your Brand asset (part of Goodwill) on your balance sheet?	Y	N	?
4.4	Do you know how your Brand specifically increases your COMPANY GOODWILL?	Y	N	?
4.5	Do you change your Brand strategy often?	Y	N	?
4.6	Are all the stakeholders on the SAME PAGE regarding your company Brand?	Y	N	?
4.7	Could your company prosper without the current owner or leader?	Y	N	?
4.8	Have you trademarked all possible Intangible Assets to grow company value?	Y	N	?
4.9	Do you think you will get ‘top dollar’ for your company Brand upon succession?	Y	N	?

### BRAND PURPOSE

– the reason why you are building your Brand and how you will capitalize on it

### BRAND STRATEGY

– a strategy for consistent promotion and growth that expands and reinforces your corporate reputation inside your company and in the marketplace

### INTANGIBLE ASSETS

– “rights to use industrial assets such as patents, trademarks, trade names, designs or models” as well as “literary and artistic property rights, and intellectual property such as know-how and trade secrets”

## BRAND WEALTH MANAGEMENT

5.1	Is your wealth management strategy updated to include the current and true value of your intangible and tangible assets?	Y	N	?
5.2	Does your shareholders agreement consider the impact of Brand, its valuation and other intangible assets?	Y	N	?
5.3	Does your wealth management strategy compensate for the Brand's full value at the time of eventual sale or succession of your business?	Y	N	?
5.4	Are your advisors aware of how the company Brand and related intangible assets are best managed throughout your wealth management strategy and succession plan?	Y	N	?

## BRAND WEALTH MANAGEMENT

– the coordination of a client's investment, tax, retirement, cash flow, asset protection, risk and estate plans into a comprehensive plan to achieve their personal goals. All of which must consider the impact of the Brand and/or Goodwill of the business

*“It is my conviction that a positive program by top management to build or reshape a sound fundamental philosophy should be the underlying and overriding component of the company's system of management.”*

**Marvin Bower**

Managing Director of McKinsey & Company  
1950 to 1967

Excerpt from The Will to Manage

## #1 CUSTOMER™

6.1	Do you know who your # 1 customers are?	Y	N	?
6.2	Do you know if your Brand attracts your best or #1 customers?	Y	N	?
6.3	Do you know if most of your customers are PROFITABLE?	Y	N	?
6.4	Do you think your Brand wards off your less (or least) profitable customers?	Y	N	?

## #1 CUSTOMERS

– customers who buy into your Brand and business philosophy happily and loyally, paying a premium for your offerings, and bringing sustainable long-term prosperity to you and to your company

## What's your next step?

If you have answered “NO” or “Don't Know (?)” to more than **five** questions, you may be **at risk by not maximizing your equity and the company's goodwill, hence wealth.**

Questions? Discuss your situation with those who know best:

- **A Brand or Business Strategist** (not a graphic designer) on how to build a Brand that *justifiably* builds shareholder value
- **An Intellectual Property (IP) lawyer** to help you own and protect your IP

- **An Intangible Asset Valuator** (Accountant and/or a Business Valuator) to understand how to value and enhance intangible assets, goodwill and company value
- **A Human Capital Strategist** to help you in maximizing your Human Capital Assets and company value (search internet for “Human Capital Valuation”)
- **A wealth management specialist** to review the total impact Brand will have on insurance, investment, tax, estate and succession plans

Your BRAND ASSETS do change over time so review them regularly.

*“When you ask me, ‘What is the mission?’ I will ask you, ‘What is your reason for being?’  
‘Why do you do what you do?’”*

*A Brand, reinforced by a UPh<sup>®</sup> (Unifying Philosophy) grows your business, creates your wealth, fulfills your aspirations and establishes your legacy.*

**Peter F. Drucker**  
Executive Excellence August 2002 Issue

**Harish Chauhan** B.I.D., B.Eng.  
Founder and CEO Business by Philosophy

## BUSINESS BY PHILOSOPHY

We are business strategists.

Since 1991, we have been working for private and family business leaders who are keen on building a business for wealth not just cash.

Our service helps build one of the most critical assets of a company – a Unifying Philosophy (UPh<sup>®</sup>).

A UPh<sup>®</sup> is an ‘all-in-one’ strategic, operating, and marketing statement constructed in 6 words or less.

This makes the UPh<sup>®</sup> more practical, powerful and profitable than a logo, marketing tagline, or mission/vision statement.

The UPh<sup>®</sup> is one instrument that improves business performance, operates your Brand, maximizes shareholder wealth and assists with business and owner succession.


STRATEGIC ADVISORS to PRIVATE  
& FAMILY BUSINESS LEADERS  
since 1991


**BUSINESS** by  
**PHILOSOPHY**<sup>®</sup>  
a unifying strategy for prosperity.™

With compliments,



Harish Chauhan  
CEO & Founder

 416-588-7874

 [harish@businessbyphilosophy.com](mailto:harish@businessbyphilosophy.com)

[businessbyphilosophy.com](http://businessbyphilosophy.com)