

Workshop Worksheet: Is Your Brand Helping You Grow?

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1. Define Your Brand Identity, Core Values & Long-Term Vision

✓ Brand Clarity Exercise

Ask your team: > "If we disappeared tomorrow, what would our customers miss most?" Use the answers to uncover what makes your business truly special beyond the flowers.

✓ Define 3–5 Core Values

Choose values that guide your business decisions (ex. creativity, sustainability, hospitality, quality, community, heritage, reliability, etc.).

Then write one sentence for each: > "We show [value] by [specific example or practice]."

✓ Write a Brand One-Liner

Fill in the blanks:

> "We help [type of customer] feel [emotion or experience] by delivering [your product or service]."

✓ Set a 3-Year Vision

Define a simple long-term goal that excites and aligns your team: second location, expanded weddings, online store, etc.

2. Communicate Your Brand Consistently Across Platforms & Touchpoints

✓ Create a Brand Voice Guide (1-pager)

Define your tone with 3–5 adjectives (e.g. joyful, refined, grounded). Include examples:

> "We say: 'Let's create something unforgettable.' We don't say: 'Limited-time offer!'"

✓ Audit Your Brand Channels

Walk through your:

- Website
- Social media
- Email responses
- Proposals & invoices
- Packaging & signage

Ask: Do they feel cohesive? Do they reflect your voice and visuals?

✓ Template Common Messaging

Create reusable, on-brand language for: - Order confirmations - Inquiry replies - Instagram bio

✓✓Define Your Visual Style

Establish consistent photography style, color palette, and design elements that reflect your brand visually.

3. Integrate Brand & Values Into Daily Operations

✓✓Empower Your Team with Talking Points

Share a short brand elevator pitch: > "We specialize in seasonal, garden-style arrangements that are locally sourced and deeply personal."

✓✓Add a Branded Moment to the Customer Journey

Choose one point to personalize: - Handwritten card - Branded ribbon - Instagram thank-you story

✓✓Celebrate Values Internally

Create a culture of brand accountability: > "Shoutout to Ana for showing our value of creativity with that custom sympathy arrangement yesterday."

✓✓Schedule a 10-Minute Monthly Brand Check-In

Ask your team: - What feedback stood out this month? - What felt most aligned with who we are? - What can we tweak to be more consistent?

Bonus Tip: Revisit this worksheet quarterly with your team to keep your brand strong, clear, and consistent as your business grows.