

## REBRANDING QUESTIONS

How has our organization changed over the years?

Where are the identifiable turning points (moments/decisions/events) through which the direction of our organization has changed?

What is the role of our organization in our community?

What are demonstrated values of our organization, the things we do well, and do well often?

From the list of values above, list the values that are still consistent and have not changed.

What are our strengths?

What are our challenges?

What are the future opportunities for our organization?

One year from now, how would you describe the organization in a 30 second elevator speech?

**Please define our organization using single word adjectives.**

