

Brand & Growth Diagnostic

Clarity before action. Strategy before design.

Brands rarely lose momentum because of one isolated problem. More often, the organisation, market and brand have moved at different speeds.

This diagnostic is a structured starting point for examining where your brand stands today, what may be limiting its progress, and what kind of intervention could be most useful next.

It is not a test, and there are no correct answers. Select the responses that best reflect your present situation, then use the written prompts to capture what the checkboxes cannot. Allow approximately 15 minutes.

1. Your current position

Where is the organisation—and its brand—today?

Select one.

- ☐ We are early-stage and still defining how we present ourselves.
- ☐ We are established, but our brand is applied inconsistently.
- ☐ We have a recognised brand, but growth or engagement has slowed.
- ☐ The organisation has evolved, but the brand has not kept pace.
- ☐ We are entering a new phase of growth, repositioning or transformation.
- ☐ None of these fully describes our situation.

In a few words, what has changed—or needs to change?

2. The friction

Where is the brand creating uncertainty, inconsistency or lost opportunity?

Select up to three.

- ☐ We struggle to explain clearly what we do and why it matters.
- ☐ Our positioning is too broad, generic or difficult to distinguish.
- ☐ Our brand no longer reflects the organisation we have become.
- ☐ Our messaging varies across teams, channels or markets.
- ☐ Leadership and internal stakeholders are not fully aligned.
- ☐ Our visual identity lacks consistency or credibility.
- ☐ Market interest does not translate into sufficient confidence or action.
- ☐ We are attracting the wrong enquiries, opportunities or audiences.
- ☐ We are unsure whether the underlying issue is strategic or creative.

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3. The trigger

Why does this matter now? Select all that apply.

- ☐ A change in leadership, ownership or strategic direction.
- ☐ A new business model, offer or market focus.
- ☐ Slowing growth, declining traction or reduced relevance.
- ☐ An upcoming launch, milestone or expansion.
- ☐ Entry into a new market or customer segment.
- ☐ Funding, investment, merger, acquisition or restructuring.
- ☐ Increasing competitive pressure.
- ☐ Internal concern that the current brand is holding the organisation back.
- ☐ No single event—the need has become difficult to ignore.
- ☐ Other: _____

Is there a date, decision or business event influencing the timing?

4. Organisational alignment

How clearly is the organisation aligned around its direction and value?

Select one.

- ☐ Leadership is aligned and the direction is clearly understood.
- ☐ The broad direction is agreed, but important details remain unresolved.
- ☐ Different stakeholders hold different views of the organisation and brand.
- ☐ Strategic decisions are being made, so alignment is still developing.
- ☐ We have not yet had the right conversation internally.
- ☐ I am not sure.

Which questions create the greatest disagreement or uncertainty? Select up to two.

- ☐ Who we are for.
- ☐ What makes us meaningfully different.
- ☐ What we should be known for.
- ☐ How we should position ourselves.
- ☐ What our priorities should be.
- ☐ How much change is necessary.
- ☐ How the strategy should be expressed creatively.

Who needs to be involved in resolving these questions?

5. Readiness

What kind of progress is the organisation prepared to make? Select one.

- ☐ We need to understand the real problem before defining a solution.
- ☐ We need leadership or stakeholder alignment before moving forward.
- ☐ We have a likely direction, but it needs to be tested and developed.
- ☐ The strategy is sufficiently clear; we now need structured execution.
- ☐ We need both strategic direction and creative implementation.
- ☐ We are exploring possibilities and are not yet ready to commit.

What could prevent meaningful progress? Select all that apply.

- ☐ Competing internal priorities.
- ☐ Unclear ownership or decision-making.
- ☐ Stakeholder disagreement.

- ☐ Limited time or internal capacity.
- ☐ Uncertainty about scope or investment.
- ☐ Existing systems, materials or commitments.
- ☐ Nothing significant at present.
- ☐ Other: _____

6. The desired change

What should become possible if this work succeeds? Select up to three.

- ☐ A clearer strategic position.
- ☐ A more compelling and consistent narrative.
- ☐ Stronger differentiation in the market.
- ☐ Greater trust and credibility.
- ☐ Better-qualified enquiries or opportunities.
- ☐ Greater confidence in sales and business-development conversations.
- ☐ Better alignment across leadership and teams.
- ☐ A clearer basis for future marketing and communications.
- ☐ A brand identity that reflects the organisation's real value.
- ☐ A practical system that can be applied consistently.
- ☐ Other: _____

We will know this work has succeeded when...

7. Scope and context

Your role

- ☐ Founder / Owner
- ☐ Board / C-suite
- ☐ Director / Business Leader
- ☐ Marketing / Brand / Communications
- ☐ Strategy / Transformation
- ☐ Operations
- ☐ Other: _____

Organisation size

- ☐ 1–10
- ☐ 11–50
- ☐ 51–200
- ☐ 201–500
- ☐ More than 500

Where does the organisation operate?

- ☐ Singapore
- ☐ Southeast Asia
- ☐ Asia-Pacific
- ☐ Internationally
- ☐ Other: _____

8. Your initial diagnosis

Pause before moving to solutions. Based on your responses, what appears to be the real issue?

- ☐ A lack of strategic clarity.
- ☐ Insufficient internal alignment.
- ☐ Weak or indistinct positioning.
- ☐ An outdated or inconsistent brand expression.
- ☐ Difficulty translating strategy into action.
- ☐ A combination of several issues.

☐ The issue is still unclear.

What does the organisation need most at this point?

What have you considered—or attempted—so far?

What is the most important question that remains unanswered?

What your responses may indicate

Diagnostic

When the symptoms are visible, but the underlying problem or appropriate scope is not yet clear.

Strategic advisory

When leadership needs greater clarity, alignment, positioning or decision support before execution begins.

Brand development

When the strategic direction is sufficiently clear but needs to be translated into a coherent identity, narrative or brand system.

Strategic execution

When the challenge is applying an agreed direction consistently across communications, experiences and touchpoints.

These are not predetermined packages. The appropriate pathway depends on the organisation's context, readiness and priorities.

A useful next conversation

Completing this diagnostic may clarify the issue—or reveal that the initial brief is only one part of it.

If you would value an independent perspective, JAB can review your responses and help distinguish what needs to be understood, decided, aligned, designed or implemented. There is no obligation to proceed into a wider engagement.

[Request a JAB Clarity Review](#)

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