

# Inside-Out Guide to Growth

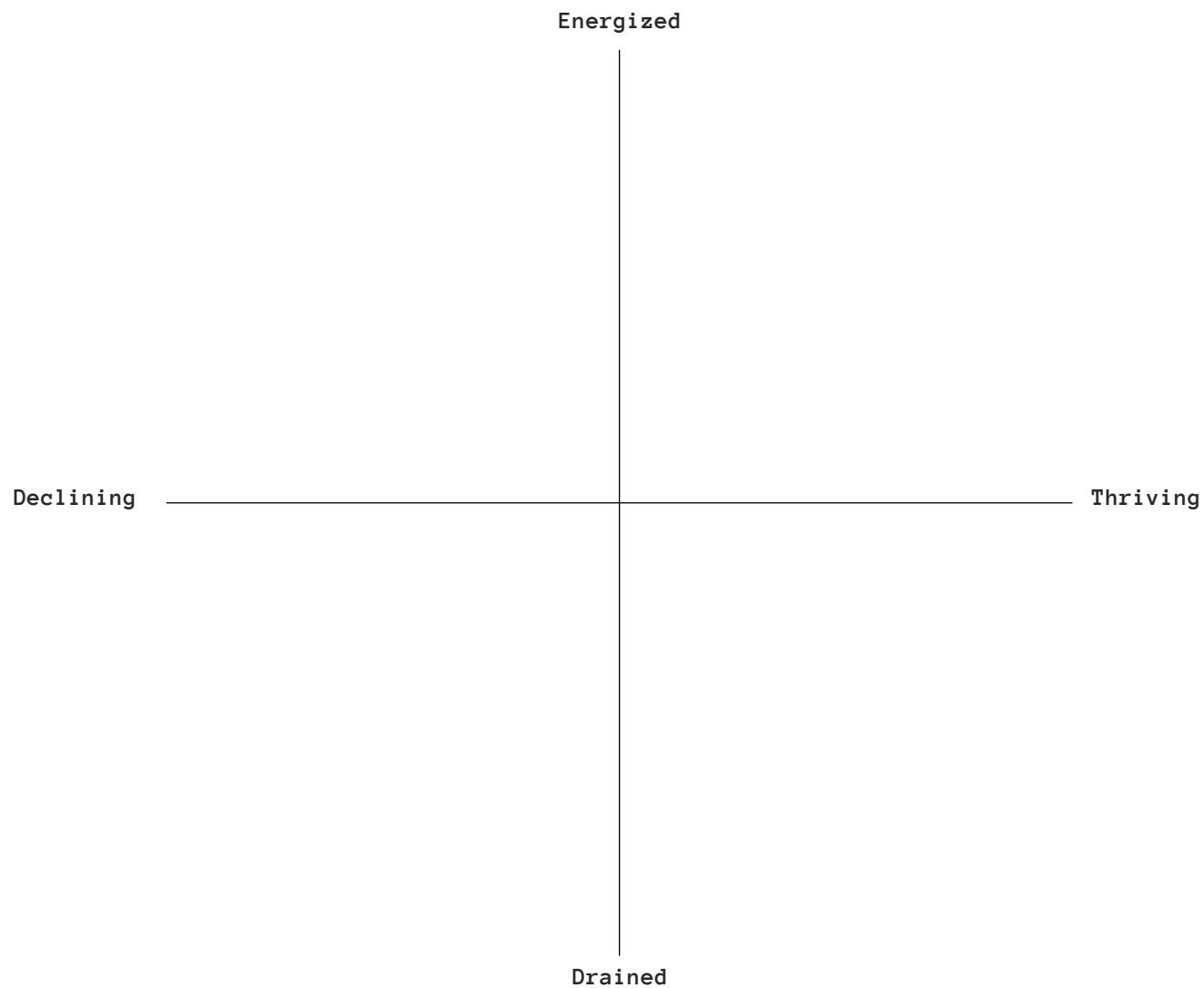
BUSINESS x BRAND x LEADERSHIP

UME

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# Where do you feel your organization is right now?



# Assess how your organization is performing across each lens.

**BUSINESS** Assessment Thought-Starters:  
New customer acquisitions  
New product lines  
Market share  
Customer Lifetime Value

**DECLINING** \_\_\_\_\_ **THRIVING**

**BRAND** Assessment Thought-Starters:  
Brand awareness  
Favorability  
Community Engagement  
Word-of-mouth

**DECLINING** \_\_\_\_\_ **THRIVING**

**LEADERSHIP** Assessment Thought-Starters:  
Clear direction & vision  
Trust & open culture  
Growth mindset  
Employee retention

**DECLINING** \_\_\_\_\_ **THRIVING**

# Begin to identify where the challenges exist in your *business* and craft an action plan.

When it comes to your **business**, what are the top three areas that need the most improvement?



What is blocking your organization from addressing these needs?



How might you move things forward within your organization?

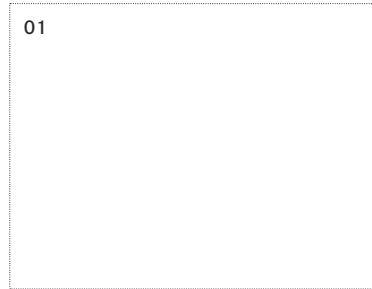


What internal or external support can you draw on to take positive action?

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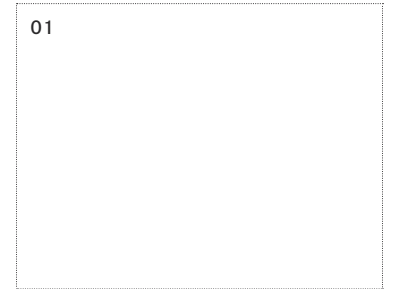
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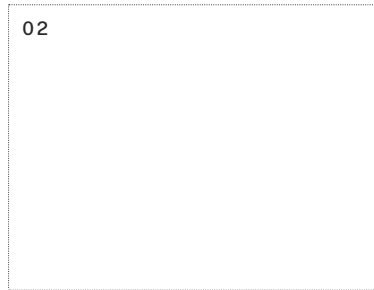
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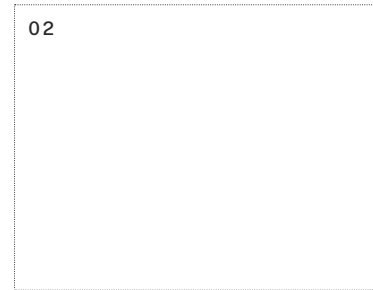
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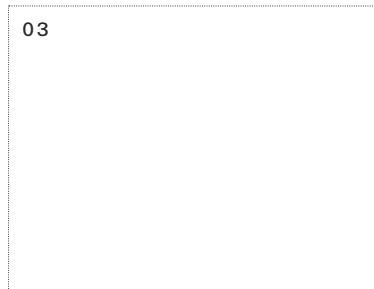
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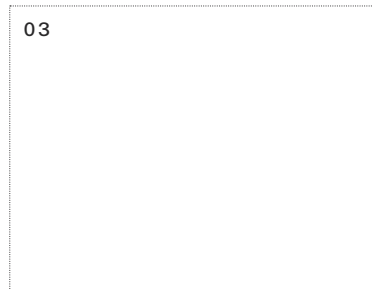
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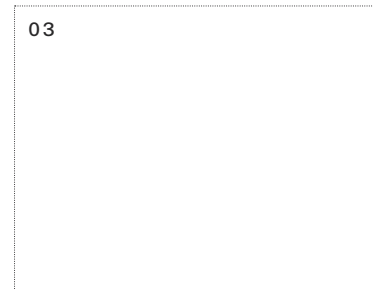
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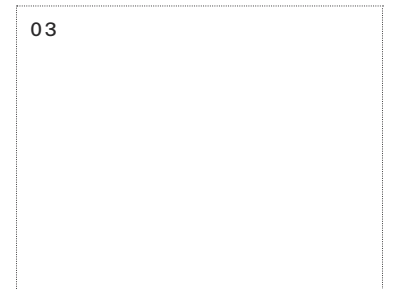
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# Begin to identify where the challenges exist in your *brand* and craft an action plan.

When it comes to your **brand**, what are the top three areas that need the most improvement?



What is blocking your organization from addressing these needs?



How might you move things forward within your organization?



What internal or external support can you draw on to take positive action?

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# Begin to identify where the challenges exist in your *leadership* and craft an action plan.

When it comes to your **leadership**, what are the top three areas that need the most improvement?



What is blocking your organization from addressing these needs?



How might you move things forward within your organization?



What internal or external support can you draw on to take positive action?

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## Explore the Interconnections

### VISION

What is the larger vision of your organization. What is the ultimate goal you aspire to achieve?

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### SYNERGY <>

How do your business, brand and leadership positively impact and reinforce one another? And help you achieve your vision?

Business:
Brand:
Leadership:

### CONFLICT ><

How do your business, brand and leadership negatively impact and impede one another? And get in the way of achieving your vision?

Business:
Brand:
Leadership:

## Reflect and begin to plan immediate next steps

### REFLECT

What are my key takeaways? What did I learn from this exercise?

### NEXT STEPS

What are next immediate steps I can take to move things forward?

### TIMING

What is a reasonable timeframe I can commit to for each step?

### Need additional support?

We know this work can be challenging to take on alone. If you'd like additional support, please reach out and schedule an introductory call to explore how UME might support your team and help your organization thrive. **Contact us at [hello@umedesign.co](mailto:hello@umedesign.co).**