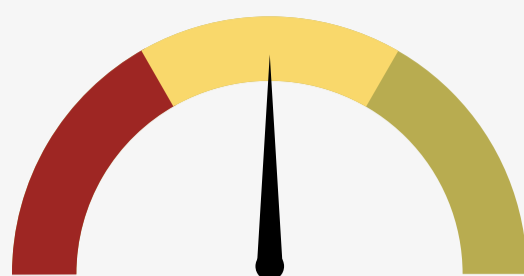


# Moderate Performance. Hidden Gaps Holding You Back.



Health Score:

## 65-84%

Your environmental design shows potential—but hidden gaps in consistency, strategy, or execution may be limiting your impact. Focused improvements will help you align your spaces with your business goals and increase your return on investment.

### Here's **what your score reveals.**



#### Brand Integration.


Your visuals reflect your brand in some places—but inconsistencies may be diluting your impact.

 **Inconsistent**



#### Strategic Storytelling.

Your signage and spaces may lack a cohesive narrative that supports your objectives.

 **Mid-performing**



#### Design Cohesion.


Inconsistent designs or mixed visual systems could be affecting perception and recognition.

 **Inconsistent**



#### Space Functionality.

Your space may create confusion or friction points for visitors.

 **Mid-performing**



#### Execution and Follow-through.

Quality may vary across production partners, leading to uneven results.

 **Inconsistent**

#### Strategic next steps.

**Close the gaps in your design system and refocus your strategy on delivering a consistent, high-impact experience.**

Start by tightening visual standards, improving vendor reliability, and making your spaces work harder for your brand. These focused actions will help you convert interest into engagement and create a more unified brand experience.



1

#### Audit your design consistency.

Check alignment across signage, exhibits, and branded spaces.

 [Review creative signage tips](#)

2

#### Clarify your narrative.

Define the story your space should tell—and ensure every element supports it.

3

#### Strengthen your vendor partnerships.

Reevaluate your production processes to improve consistency and quality.

4

#### Optimize tradeshow engagement.

Review attendee flow and booth experience.

 [Get practical booth tips](#)

5

#### Monitor performance and feedback.

Implement a simple system for tracking engagement and conversion.

### How to do it?



#### Need help turning insight into action?

[Book a free 30-minute consult](#) for a design audit, strategic refresh, or vendor management support.

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