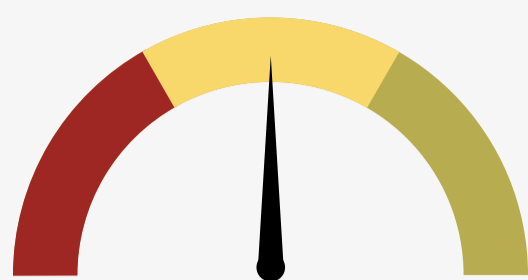


# Moderate Performance. Hidden Gaps Holding You Back.



Health Score:

**65-84%**

Your brand shows clear promise—but inconsistencies in messaging, engagement, or marketing may be holding you back. Addressing these areas will strengthen trust and amplify your reach.

## Here's what your score reveals.



### Purpose Alignment.

Your mission shows up in some areas—but not consistently.

 **Inconsistent**



### Message Clarity.

Your story could be sharper and more inspiring.

 **Mid-performing**



### Audience Connection.

You connect with some audiences—but not as deeply or consistently as you could.

 **Inconsistent**



### Brand Consistency.

Visuals and messaging vary across touchpoints.

 **Inconsistent**



### Impact Communication.

You may focus on services more than outcomes.

 **Mid-performing**

#### Strategic next steps.

### Close the gaps and strengthen alignment across messaging and design.

By tightening brand standards, refining your impact storytelling, and focusing on consistent engagement, you'll build stronger connections and clearer brand trust.



1

#### Enhance audience segmentation.

Review your audience strategy and refine targeting to better align with your mission and goals.

-  [Learn about defining audiences](#)
-  [Explore key audience stages](#)
-  [Why conscientious consumers matter](#)

2

#### Expand impact storytelling.

Focus your messaging on outcome-driven stories that resonate with your communities.

-  [Use this content checklist](#)

3

#### Maintain visual brand standards.

Conduct a brand consistency check and address visual gaps across touchpoints.

4

#### Leverage data for smarter decisions.

Collect and analyze feedback from your audiences to refine your campaigns.

5

#### Repurpose success stories.

Highlight your best examples of impact in new content formats for different channels.

## How to do it?



### Need help turning insight into action?

[Book a free 30-minute consult](#) and we'll help you expand your message and deepen your mission impact.

[BOOK A FREE CONSULT](#)