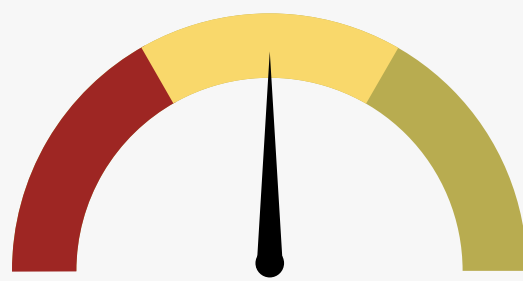


# Moderate Performance. Hidden Gaps Holding You Back.



Health Score:

## 65-84%

### Here's what your score reveals.



#### Belief Clarity.

You have a belief—but it may lack resonance or consistency.

 **Inconsistent**



#### Team Alignment.


Some team members know your RallyPoint—others don't.

 **Weak**



#### Audience Connection.

Your audience connects with your brand—but not always with your belief.

 **Mid-performing**



#### Messaging Precision.


Your belief appears in some messaging, but not across the board.

 **Inconsistent**



#### Brand Consistency.


Visuals and messaging may not fully reflect your belief.

 **Mid-performing**



#### RallyPoint Readiness.

You're on the path—but not yet leading with belief.

 **Mid-performing**

#### Strategic next steps.

**Close the gaps by refining your messaging and embedding your belief into all communications.**

Align your team, sharpen your storytelling, and make belief the heart of your brand—so you move from moderate alignment to powerful connection.



1

#### Clarify your RallyPoint with intention.

Work through the RallyPoint process to strengthen your core belief.

 [Discover your #RallyPoint](#)  [What's a #RallyPoint?](#)

2

#### Refine storytelling around your belief.

Ensure your content connects belief with audience values.

 [Use this content checklist](#)

3

#### Standardize messaging across channels.

Audit visuals and copy for alignment and consistency.

4

#### Engage values-driven audiences intentionally.

Build trust with audiences who share your beliefs.

 [Why conscientious consumers matter](#)

5

#### Measure and refine.

Use simple metrics to track audience response and make ongoing improvements.

### How to do it?

## Need help turning insight into action?

[Book a free 30-minute consult](#) for a RallyPoint audit or strategic messaging alignment session.

[BOOK A FREE CONSULT](#)