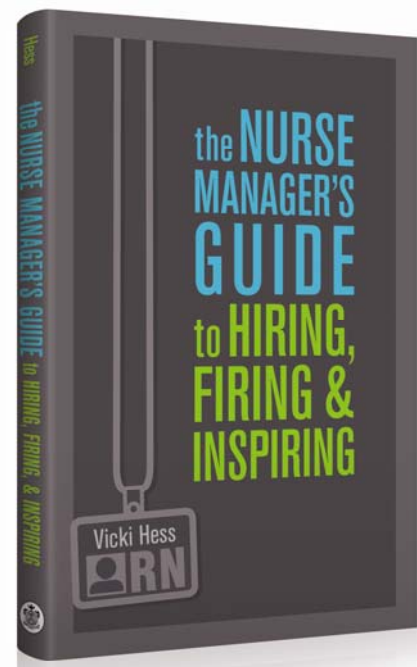
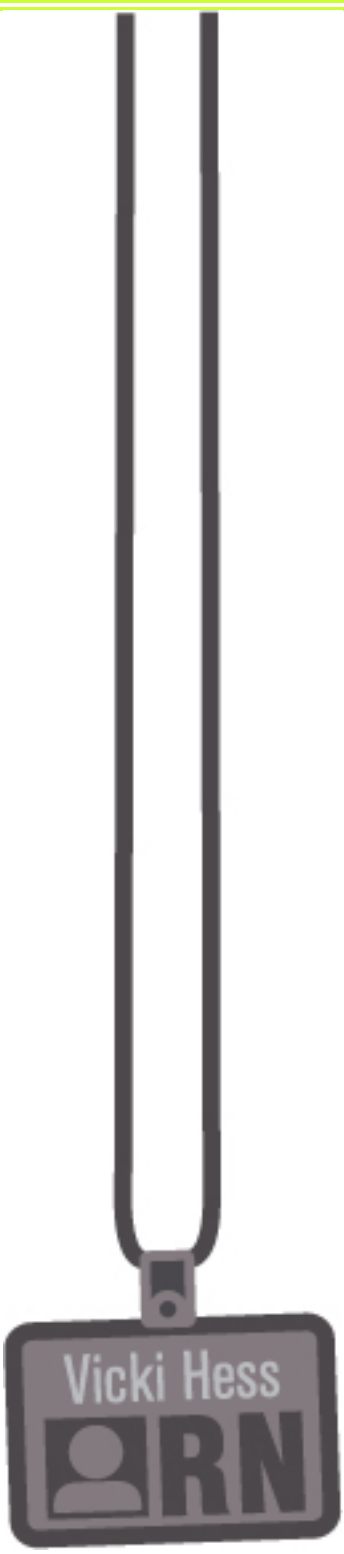


TIMESAVER TOOL

CHAPTER 8

DEPARTMENT BRAND EXERCISE





DEPARTMENT BRAND EXERCISE

Your department has a “brand” whether you’ve created one on purpose or now. Finish these sentences and then ask five (or more) staff members to finish them as well. When everyone has completed the sentences, look for trends and determine your department’s brand. If you are pleased with it, spread the word. If it needs work, then ask folks to help you create the change you are seeking.

1. Our department is best known for...
2. When you come into our department, you feel...
3. For someone to “fit” on our unit, he or she must be...
4. We take pride that our department consistently...
5. Something that will never change here is...



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