



# Your Cyberpower Brand Worksheets

**Welcome to your Cyberpower Brand Worksheets!**  
**This worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for.**  
**Throughout these worksheets, each activity is aligned with the Cyberpower Brand Framework.**

**By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheet digitally, print the tasks or use the file as a template.**

**Good luck!**



# Creating Your Brand Communication Strategy

For the development of a winning brand communication strategy, we strongly recommend outlining some guidelines in line with your brand identity. With regard to growing your brand and thus hiring help, what are the guidelines that you wish to see implemented. Start by practicing the construction of your guidelines based on the customer orientation example with which you are already familiar.

Brand success suggestions for customer orientation	Specify Your guidelines
Genuine and honest	
Create conversations	
Provide relevant content	
Don't self-promote	
Be transparent	
Content for customer enjoyment	
Leverage consumer-generated content	



# Brand Identity Recap

Recap your insights from the work on your brand identity. How to leverage the identity elements you activate most, how to leverage your untapped resources and any other insights.

Write your insights in the box below

Write out your strategic positioning:

Great work! On the next page, proceed with creating your own guidelines based on this brand identity recap and your specific strategic positioning.



Fill out the table below based on your strategic positioning and unique brand identity.

Brand success suggestions for your strategic positioning	Specify Your guidelines

**Super - your brand is underway!**