



Leadership Buy-In Checklist:

How to Get Leadership on Board with a Brand Strategy

1. Speak Their Language: Connect to Their Goals

School leaders prioritize enrollment, reputation, and efficiency. Position Brand Strategy as a **solution** to challenges they already recognize.

- ✓ **Admissions Growth:** "A defined Brand Strategy helps us attract the right families—those who truly connect with our values and thrive in our school community."
- ✓ **Stronger Reputation & Trust:** "With consistent messaging and a unified identity, we strengthen how our school is perceived by prospective families, current parents, and staff."
- ✓ **More Efficient Marketing:** "A clear strategy allows us to spend less time reinventing campaigns and more time executing impactful outreach."

2. Show the Current Problem: The Cost of NOT Having a Brand Strategy

Leaders may not realize the **hidden costs** of an unclear brand identity. Highlight specific issues your school faces:

- ✓ **Inconsistent Messaging:** "Our website, social media, and admissions materials don't always reflect the same school story. This creates confusion and weakens trust."
- ✓ **Marketing as a 'Fixer' Instead of a Strategy Driver:** "Without clear brand guidelines, marketing is often reactive, handling last-minute requests rather than working toward long-term goals."
- ✓ **Wasted Time & Resources:** "We spend unnecessary hours adjusting messaging and re-explaining our identity because there's no strategic foundation."

3. Provide a Practical, Low-Risk First Step

Administrators may resist big commitments. Offer a **small, clear next step** to move forward:

- ✓ "We don't have to overhaul everything overnight. Let's start with a simple brand audit to assess where we are."
- ✓ "A short workshop with key leadership can help us define our strengths and challenges, leading to more intentional marketing."
- ✓ "If we clarify our brand now, we'll save time and budget in the long run—making every marketing effort more effective."

4. Final Tip: Show, Don't Just Tell

- ✓ Share examples of schools or other brands that strengthened their reputation or marketing efficiency after defining their Brand Strategy.
- ✓ **Use data:** "Schools with a clear brand message see higher engagement and retention."
- ✓ **Offer an analogy:** "Branding is like a curriculum framework—without it, lessons (or marketing) become disjointed and inconsistent."