Brand and Leadership:
Leading Your School Through a Rebrand

Learn more at
www.mission-minded.com/NAIS
Mission minded
NO GLASS CEILINGS

Your role as a leader starts the moment you join our community. At Castilleja, there are no glass ceilings to shatter. You will confidently assume your right to lead.

Literacy builds the foundation for success in higher education and life. At Castilleja, writing is a core aspect of learning. You will be encouraged to express your thoughts and ideas, and to develop your writing skills. In our classes, you will learn to write clearly, effectively, and with conviction. During your time at Castilleja, you will be expected to lead and with your unique strengths to the next level.

Untold Hero of Lead

Castilleja students are viewed and treated like leaders. University graduates and alumni from our schools are leaders in their fields. Our graduates are leaders in their communities, industries, and beyond. They have been at the forefront of social, economic, and environmental issues. Their achievements have inspired others to follow in their footsteps. At Castilleja, you will be expected to be leaders as well. You will be expected to drive change and to make a difference in your community and in the world.

What can you accomplish when there are no limits?

Everything
Anyone
Everywhere
Anything
Everyone

What’s Possible?
Ruby B.

Ruby loves playing basketball for the Drew Dragons. Her favorite class is World History, and she's a member of the Gender Sexuality Awareness Club. Ruby says, “You’re going to grow and change in high school, and you want to be in an environment that’s open to that. I feel like I can explore all my interests here. Everyone gets to shine.”
THE MUSIC THAT MOVES THE CITY

TURANDOT
ELEKTRA
LA TRAVIATA
MANON
GIRLS OF THE GOLDEN WEST
THE RING

Fall 2017 Season

SAN FRANCISCO OPERA
2017–18 SEASON
everything is a question
SOMETHING UNEXPECTED
Take Your Seat At The Table

See Yourself At Marlborough
Agenda

Katherine’s Hesitations
What is Brand?
Benefits of a Strong Brand
6 Steps to Branding
Prospect Sierra School Rebrand Case Study
5 Leadership Lessons from Katherine
As a leader what were your biggest fears when embarking on your rebrand?
Your logo is not your brand.
ReBratation
“A brand is the sum of the good, the bad, the ugly, and the off-strategy.”

—Scott Bedbury, Marketing Guru
A strong brand creates affinity for your school among your key audiences.
A strong brand minimizes competitive threats.
A strong brand defends against negative news.
A strong brand enhances self-image in internal and external audiences.
A strong brand means your audience doesn’t have to think as hard about supporting you.
A strong brand is built on benefits instead of features.
So, How Do You Get a New Brand?
6 Steps to Rebranding

1. Assess the brand you have now.
2. Identify your true right-fit families.
3. Examine the competition.
4. Find the open opportunity—how are we meaningfully different?
5. Distill that difference into its purest essence, your brand promise.
6. Intentionally begin to send signals that reinforce the brand you want to have.
# Prospect Sierra’s Brand Equation

**BRAND PROMISE**

Give them the tools to build a better world.

<table>
<thead>
<tr>
<th>BRAND VALUES</th>
<th>BRAND VALUE PROPOSITION</th>
<th>BRAND POSITIONING</th>
<th>BRAND PERSONALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intellectual engagement</td>
<td>When I engage with Prospect Sierra, I feel confident, because my children are intellectually engaged in a community that shares my values.</td>
<td>Prospect Sierra equips and inspires students to build a better world by emphasizing intellectual engagement, self knowledge, and care for others.</td>
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</tr>
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<td>Diversity and inclusion</td>
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<td>Joyful</td>
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<tr>
<td>Community</td>
<td></td>
<td></td>
<td>Compassionate</td>
</tr>
</tbody>
</table>
Brand is everyone’s responsibility.
How We Look

What We Do

How We Act

Brand

How We Sound
Do Our Words Support Our Brand?
Your Brand Equation

BRAND PROMISE

Give them the tools to build a better world.

BRAND VALUES

Intellectual engagement
Innovation
Concern for Others
Diversity and inclusion
Community

BRAND VALUE PROPOSITION

When I engage with Prospect Sierra, I feel confident, because my children are intellectually engaged in a community that shares my values.

BRAND POSITIONING

Prospect Sierra equips and inspires students to build a better world by emphasizing intellectual engagement, self knowledge, and care for others.

BRAND PERSONALITY

Courageous
Visionary
Down to earth
Joyful
Compassionate
Exercise

Brainstorm your school’s current personality traits. (Or what you want them to be.)
New One Minute Message

Prospect Sierra gives students the tools to build a better world by integrating rigorous academics with a deep understanding of human emotions.

Every day our talented teachers help students connect academic experiences with ideals like ethics and empathy.

The result is deeper intellectual engagement, greater self-knowledge, and compassionate relationships. Prospect Sierra students emerge with the courage to be great people, not just great students.
Exercise

At our school, we believe ___________.

Every day, we _____________ _____________ for

________________, because ______________.

Constituents  
Deeply Held Value
 Verb  
Object

Problem Statement
Do Our Actions Support Our Brand?
Prospect Sierra gives students the tools to build a better world by integrating rigorous academics with a deep understanding of human emotions. Every day our talented teachers help students connect academic experiences with ideals like ethics and empathy. The result is deeper intellectual engagement, greater self-knowledge, and compassionate relationships. Prospect Sierra students emerge with the courage to be great people, not just great students.

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How We Act

Cultural Cues—tied to your values and personality

• Your fundraising strategies and events
• How you conduct tours
• What you choose to comment on in social media

What parts of your culture reinforce your brand?
What could be improved?
How We Look

What We Do

Brand

How We Sound

How We Act
Do Our Electronic And Print Materials Support Our Brand?
What We Do

Curricular Programs / Initiatives

Partnerships / Collaborators

Funders and Donors

Operations
WELCOME TO PROSPECT SIERRA
Based on this brand, what should we...
5 Leadership Lessons Learned

1. Stay open to what your brand might be.
2. Seek input and be inclusive.
3. Be clear who the decision-maker will be.
4. Your logo really isn’t your brand; do design last.
5. Carefully plan a broad rollout across the community, then celebrate
Questions?
Thank you.
Mission minded

Learn more at
www.mission-minded.com/NAIS