

# BRANDING YOUR ORGANIZATION

---

Caryn Souza, Deputy Executive Director,  
Human Resource, Training and Certification  
Director

202-204-6527

[souza@ctaa.org](mailto:souza@ctaa.org)

## Develop a Vision that is Your Reality

- **Any strategy will fall flat unless you have organizational buy-in:**
  - **Your team must believe in the vision**
  - **Which supports the larger organizational mission**
  - **Which connects to the work they do**

**Your, role as a leader, is to inspire your team to execute the vision**

# Affective Vision Statement

- **Purpose**
  - **Unite the team for a common cause**
- **What makes a vision affective?**
  - **Memorable**
  - **Emotionally appealing**

# Affective Vision Statement

## Memorable and Emotionally Appealing

- Short enough for people to recite easily
- Have enough impact for people to become engaged
  - Dr. Martin Luther King-“I Have a Dream”
  - Winston Churchill ~ “Never in the field of human conflict was so much owed by so many to so few”

# Affective Vision Statement

- **Designed for internal/external consumption**
- **Speaks to the team**
- **Nike's ad: "Just do it" is marketing--- not a vision**

# Affective Vision Statement

- **See and build it**
  1. **Why do we exist?**
    - **Disney ~ “We exist to educate through entertainment.”**
  2. **What is our purpose?**
    1. **Who do we serve?**
      - **Internal Customer**
      - **External Customer**

# Affective Vision Statement

- **Your assignment:**
  - **In your groups develop an “Affective” Vision Statement for your community transit system**
  - **Work within your team and discuss**

# Recap

- **Establish a vision that is:**
  - **Short**
  - **Memorable**
  - **Tugs at the heart**
  - **Makes everyone feel part of something bigger than yourself that is important and worthwhile**