

7 ELEMENTS OF CONGRUENCE



MISSION (GOAL)	
VISION (CLAIM)	
PASSION (MESSAGE)	
BRANDING <ul style="list-style-type: none">• Logo• Online• Print• Media	
COMMUNICATION <ul style="list-style-type: none">• Social Media• Blog• Newsletter• Email• Direct Mail• Phone	
IMAGE <ul style="list-style-type: none">• Fashion/Style• Transportation• Colleagues/Staff	
BEHAVIOR <ul style="list-style-type: none">• Language• On/Off the job• Philanthropy	