BRAND CHAMPION INITIATIVE
To review at 1.31.13 meeting

Department:______________________________

In what specific ways can our department embody the CSU Brand Demeanor?

- **Pragmatic:** A problem solving, results-oriented perspective

- **Ambitious:** A strong desire that drives us toward success and excellence

- **Engaged:** A friendly openness that leads to acceptance and collaboration

**Instructions:** 1. Print for each department member 2. hold inspiration meeting 3. garner answers 4. collect completed forms, assess commonalities 5. review at 1/31/13 BCI meeting
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- **Innovative**: A creative and inventive approach to achieving success

- **Global**: An inclusive perspective that encompasses the world

- **Authentic**: A genuine and inspired commitment to CSU's core principles

Department Theme ideas: (use back if necessary):

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