BRAND CHAMPION INITIATIVE
To review at 1.31.13 meeting

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

1. Pragmatic: A problem solving, results-oriented perspective

2. Ambitious: A strong desire that drives us toward success and excellence

3. Engaged: A friendly openness that leads to acceptance and collaboration

4. Innovative: A creative and inventive approach to achieving success

5. Global: An inclusive perspective that encompasses the world

6. Authentic: A genuine and inspired commitment to CSU’s core principles

Do you have a “theme” in mind, that can be a fun way to convey internally at the LSC?

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