Project Branding Worksheet

Use this worksheet to walk through the branding principles for a project you are working on. If you can’t think of to use, there are some prompts of fake projects on the back.

1. **IDEA:** Write the elevator pitch for your project. (2-3 sentences that explain the project to a layperson)
   
   *(BRAND Ex: We created a workshop to help people apply the principles of branding and marketing to educational scholarship.)*

2. **BRAND:** Based on the principles of branding discussed, what is the brand of this project? What do you want people to take away when they hear of this project? (eg. Rounding Time-Saver; Immersive Social Determinants Exercise; Emotional Preparation for Global Health; Safe Handoffs; Burnout Repellant; Tools to Make Academic Product a True Product)

3. **NAME:** Recalling some of the titling techniques discussed in the workshop (eg, acronyms, alliteration, allusions) what are some possible titles for your project?

4. **LOGO:** If you were design a logo, what would you want it to represent to a viewer? Take a stab at sketching some ideas.

5. **PACKAGING/DISSEMINATION:** How can you envision using some of the branding techniques discussed to disseminate this idea internally? Externally?

6. **What are some action steps in the next month for you to move this brand to the next level?**
Example prompts to choose from if you don’t have a project you are working on.

Prompt 1:

You have noticed that there have been increasing difficulties with obtaining feedback from residents on their attendings, and some of the faculty are complaining about a paucity of evaluation data, particularly during new promotions cycles. You came up with a novel way for residents to gather milestone based feedback on their phones on each day of the rotation and you are looking for a way to generate institutional buy-in.

Prompt 2:

You have just completed a trial of flexible duty hours in Pediatrics, analogous to the FIRST trial (Flexibility In duty hour Requirements for Surgical Trainees Trial). Your study is going to be published in NEJM, but prior to publication you and your co-authors are giving several platform and poster presentations at PAS, SHM, and PHM to highlight different ancillary analyses. You want to make sure that “consumers” know that the studies are all part of the FIRST trial.

Prompt 3:

You and some colleagues have put together a new toolkit of resources for residents looking to enhance their approach to evidence-based medicine. It includes a guide for assessing a study, tip sheets for common statistical tests, and a template for best-practice guidelines. You published it on MedEd Portal, but very few people have downloaded it. You are planning to present some outcomes data about your toolkit at the APPD meeting, including a few posters, with hopes of increasing downloads and usage.