

NEEDED: A CORPORATE IMAGE PROFILE (CONT'D)

o END RESULT

- IDENTIFICATION OF
 - AREAS IN WHICH PERCEPTIONS EQUAL EXPECTATIONS (STRENGTHS)
 - AREAS IN WHICH EXPECTATIONS EXCEED PERCEPTIONS (WEAKNESSES)
 - STRENGTHS AND WEAKNESSES IN CONTEXT OF WHAT IS IMPORTANT TO KEY PUBLICS
- ACTION PLAN
 - CHANGE BEHAVIOUR/OPERATIONS, IF NECESSARY
 - CHANGE COMMUNICATIONS, IF NECESSARY