

**ANNEX D
CORPORATE INTERVIEW QUESTIONNAIRE**

Task: To look at corporations that have corporate image policies and assess why they have them, their costs and benefits, as well as the process of implementation used.

OPENING: I am working on a report for the Department of Foreign Affairs and International Trade on the rationale behind corporate image policies. I was wondering if you had a few minutes to discuss your experience in this area?

1. **(Obviously you have a corporate image....)**
DO YOU HAVE A COORDINATED IMAGE PROGRAM?
ie. corporate identity program, image policies, etc...
(standards, guidelines that dictate the overall look of your corporation)

2. **DO YOU HAVE INTERIOR DESIGN STANDARDS?**
(for your branches, offices, Chanceries, OR's etc?)

3. **WHO DESIGNED THIS PROGRAM?**
(communications department, public relations department, design consultants, management, not a coordinated effort, etc...)

4. **WHY DOES YOUR CORPORATION HAVE AN IMAGE PROGRAM?**
(differentiation, consistency, economies of scale in purchasing, visibility to customers, etc...)

5. **HOW DO YOU ENSURE THE STANDARDS ARE BEING MET?**
ie. how is it monitored, controlled. Who is accountable.

6. **WHAT DOES YOUR POLICY INCLUDE?**