

**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

