

WASHINGTON STATE BAR ASSOCIATION

Bar Leaders Summit 2026: Brand Positioning Worksheet

Name of your bar association:

What are your values—what does your association do and stand for?

What is your association's reason for existing—what is your mission?

What is the role you play in the lives of your members (value proposition)?

What are your association's key differentiators—from other associations and other volunteer/time/life demands?

What is your brand personality—the traits that define your tone and style? (Circle 4 to 5 and/or write you own)

Active	Courageous	Helpful	Original	Serious
Altruistic	Dependable	Historic	Outgoing	Social
Bold	Efficient	Honest	Passionate	Stable
Caring	Empowering	Imaginative	Pioneering	Trendy
Cheerful	Energetic	Influential	Playful	Trustworthy
Collaborative	Friendly	Innovative	Prestigious	Uplifting
Community-Oriented	Fun	Kind	Quirky	Up-to-Date
Conscientious	Generous	Laid Back	Reliable	Warm
Cool	Genuine	Nurturing	Responsible	Welcoming
	Grassroots	Organized	Revered	

What services, events, programs, and initiatives prove your value proposition and personality?

Put It All Together! Your Brand Positioning Statement

[Name of your association] exists to [mission and values]. We provide [value proposition] by [unique differentiators]. We aim to be [personality traits] as we [services/programs/resources].