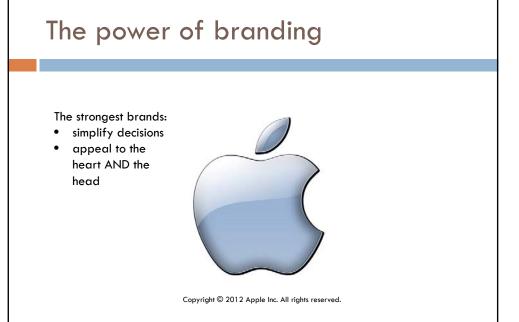


Overview

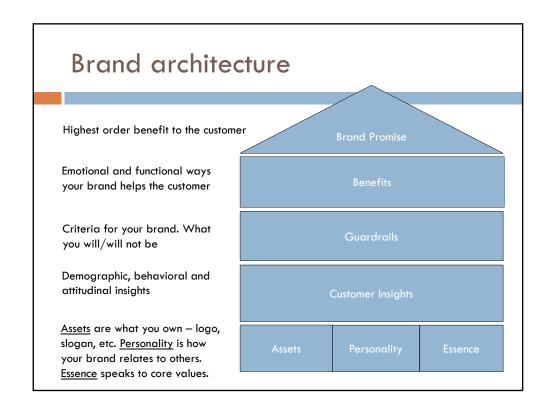
- Branding defined
 - Brand promise
 - Brand architecture
 - Positioning
- □ How El relates to branding
- Ways to think about your brand
- □ Ways to think about your customer's brand
- □ Tools & suggestions

What is branding?

- □ Developing and managing the visual, emotional and literal language of a person, product or service.
- Includes logo, imagery, colors, fonts, slogans, packaging, promotional copy, store environments, sales force
- Transcends, but includes marketing, sales and product development



The brand promise Describes the highest order benefit of your brand to customers Apple's "unofficial" brand promise Simplicity and utility through exceptional design



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What is positioning

- Actively frames your brand in a way that optimizes relevance, differentiation and value to the customer
 - What is it? (product or service and category)
 - For whom? (target customer)
 - □ Compared to whom? (value proposition vs. competitors)
 - Why it matters? (benefit and reasons to believe RTBs)

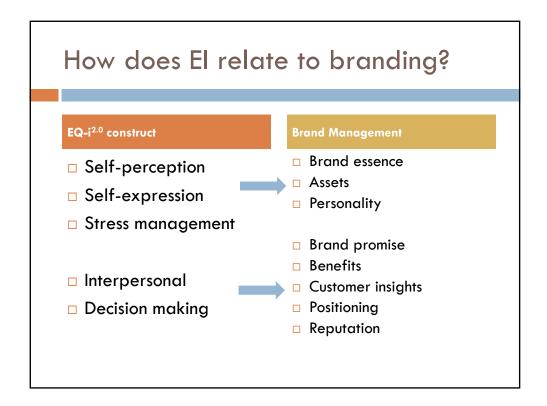
Positioning statement

□ Typically constructed as a single phrase:

"Apple provides the most elegantly designed and useful technologies for people who want to think different and create, learn, connect more deeply to life."



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How does El relate to branding? A way to think about building enduring brands from the inside-out through leadership and organizational development (Robert K. Cooper - Executive EQ) Emotional Literacy honesty, energy, feedback, intuition Emotional Fitness presence, trust, constructive discontent, renewal Emotional Depth purpose, commitment, integrity, influence Emotional Alchemy flow, reflection, opportunity sensing, creating the future

How does El relate to branding?

- □ El is cost-effective, smart and necessary for success
 - Attunement is a key skill in dealing with individuals and teams through disagreements and complexity
 - Social empathy is key to building rapport, which is critical to getting things done
 - El has great impact on enhancing decision-making, leadership, open-honest communication, loyalty, creativity and innovation
 - Brand-building is intricately related to building personal power including self-awareness, inner guidance, respect, responsibility and connection

Ways to think about your brand

- ☐ Your values and your story
 - What you stand for
 - What you do best
 - Why it matters

Ways to think about your brand

- □ Your reputation how others see you
 - Expert?
 - Trusted advisor?
 - Creative?
 - Strategic?
 - Results-oriented?
 - Easy to work with?

Ways to think about your brand

- □ How you act, what you say and how you say it
 - Fresh or unique perspective?
 - Leader?
 - Facilitator?
 - Assertive?
 - □ Intuitive?
 - □ Transactional vs. relationship-based?

Ways to think about your brand

- Understanding the competition
 - Who are you really competing with?
 - What do your direct competitors do best?
 - What's your value proposition compared to others?
 - What I do better, on par with, or not as well as others

How to think about your customer's brand

- □ Understanding the mission, vision and narrative
- □ Sensing and articulating the fundamental issue
- □ Getting clarity around goals and objectives
- $\hfill\Box$ Investing in the relationship, process and the results
- Considering internal (culture, org structure) and external (sales force, PR, marketing, e.g.) factors that impact the brand

Tools & Suggestions

- Build your own architecture
- □ Write your positioning statement
- Define your value proposition
- Use listening, clarifying, facilitating skills to help customers succeed
- Leverage the efficiency and scale of digital marketing and social media
 - Content is still king
 - Don't underestimate resources needed
 - Test and learn
 - Integrate offline and online
 - Offer something unique and of value
 - Quick POV on Email, Twitter, Facebook, LinkedIn, Blogs
- Don't forget about traditional marketing (i.e. ads, PR, direct mail)
- Nothing beats networking!

Thank You!

- □ Feel free to contact me:
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 - Twitter: @bobhuff1
 - LinkedIn

El Peer Coaching

Crescendo Connect Conversation Monday, February 4th 12:00 – 12:45 p.m. CT

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