Rebranding the Essence and Purpose of SE Using the New Four Letter F Word
Why are you here?
Why are we here?
Our most disruptive migration?

Harvard Business Review

“In the rapid evolution from a rational economy to an emotional economy, client satisfaction is out and it is being replaced by clients who want relationships... relationships built on trust”
TRUST
The Value of Trust = The Return On Influence
Curiously, I asked 1000 people…

What is a BRAND?
How many different answers did I get?

1000
Let’s debrand some branding myths
A BRAND is not a logo…

Leci n’est pas une brand
A BRAND is not a slogan…
A BRAND is not an identity...
And finally, a BRAND is not a product...
So, what exactly is a brand?

A brand **is the trust** communities and not-yet-communities put in you and your experience

A brand **is how someone feels** about you …NOT how they think about you
In other words, it’s not what **you** say it is…

It’s what **they** say it is!
A brand
- Behaves as a guarantee
- Feels like a promise that is always kept
Brands are about individuals
...THE CUSTOMER...not
companies, markets or campaigns

It’s about trust, because people are emotional, intuitive and make most decisions from their heart
The actual emotional experience is the bridge between the brand promise and the actual experience that delivers the trust.

Consumers have too little time and too many choices and too much information.

Too many offerings sound alike, have similar qualities and features
Five Disciplines of Brand Building

1. Differentiation
2. Collaboration
3. Innovation
Five Disciplines of Branding

4. Validation

5. Cultivation
A few words about differentiation

Our brain acts like a filter to protect us from too much information.

Look at the solution differently.

Effective **communication** identifies tribes and connects communities to common interests.
A few words about collaboration

Building almost anything takes a village

• Your education
• Your career
• Your life

• In fact, building a brand requires absolute collaboration

• The math of collaboration
  1 + 1 = 11
A few words about **Innovation**

- Where does innovation start?
- What is essential in the process of innovation?
- How can you lead more effective team sourcing to connect the disconnected dots?
A few words about VALIDATION

How do you test your ideas and innovations before going to market?

1. don’t use old lenses
2. swap/hand Test; field test
3. embrace emerging technologies

www.gowiq.com
A few words about CULTIVATION

Business is a process …not an entity

Branding is a process…

So?!
No road is long when you have good company
+ PREDICTION

Brand will become the most powerful strategic tool since the spreadsheet
How do we differentiate our brand in this new, emotional VUCA world?
Five new paradigms

Share of Heart vs. Share of Mind
Where do client decisions or our bosses’ decisions come from?

**RATIONAL vs. EMOTIONAL DRIVERS**
Context before Content
Your new Secret Knowledge

OIVSIO

[Diagram showing people with arrows pointing towards and away from a megaphone]
What conditions does a great brand create?

PUSH vs. PULL
Ok, let’s put this into practice

Connecting our brand to customers and not-yet-customers
The 60 Second Listening Game

Who are you? ________________________

What do you do? ____________________

Why does it matter? _________________
Five Connection Building Strategies

Make frequent deposits into the goodwill, trust and reputation bank
Create your brand story/ dialogue

Storytelling helps us to share our knowledge with context and emotion

- Listening vs. hearing
- Speak in word pictures
- MOST IMPORTANT, socialize your story to ensure fluency
What do colleagues and customers need us for?

Reveal
Map
Navigate
And, even more importantly...can you pass these three critical tests?

Protagonist
Experience
Relationship
What are you the protagonist for?
How do we clients, colleagues and not-yet-customers to define their experience with your brand?

How we want clients, colleagues or not-yet-customers to define their relationship with your brand?
Where from here?

What is going to have to change for you to become a game changing change maker?
What are you going to do to eliminate identity barriers?
What are you going to be the protagonist for?
What’s important to remember?

- **A sustainable brand means a trusted, sustainable experience**
- A sustainable experience results from becoming customer maniacs
- The trust from a sustainable experience creates trust
- And, why is it only about trust?
Trust changes everything because it’s the only thing that means everything!”
The new four letter F word?

FEEL
Thank you.

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