

Organizational Branding as a Means of Transformation

Prepared for GBIG



Throughout the life of any organization, there are
times of turmoil and change.
It's inevitable.

It's also universally uncomfortable and
often more than a little painful.



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If you don't transform from your pain,
you will transmit your pain.



A culture that doesn't transform from pain,
will transmit its pain.



To associates, to vendors, and even to customers.

This, too, is inevitable.



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What Does Branding Have To Do With This?

-  Organizational branding is all about identifying and articulating who you are when you're at your very best, so you can be that way all the time.
-  Organizational branding is about expressing what people should expect from you and then delivering an experience that meets or exceeds that expectation.



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Two Objectives for the Next 40 Minutes:

- 1** Introduce how to **develop** an organizational brand capable of transforming a culture.
- 2** Introduce how to **implement** such a brand so it drives a transformative culture.



Developing a Transformative vs. Transmitting Culture



What is Culture?

Concept or Transformational?

Definition: Drives how work gets done within your organization

Living Your Values

CONSISTENT



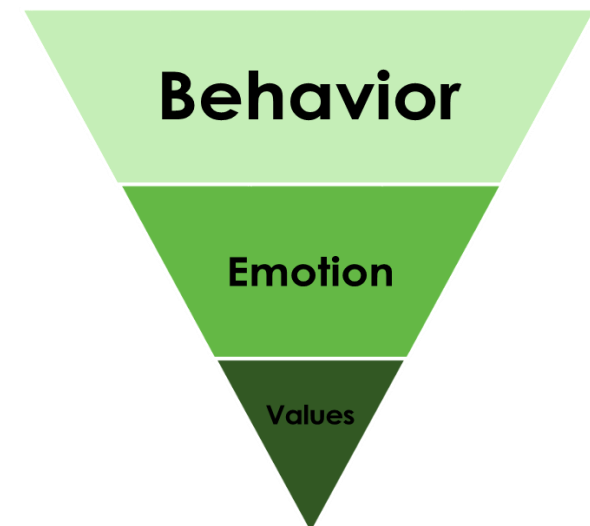
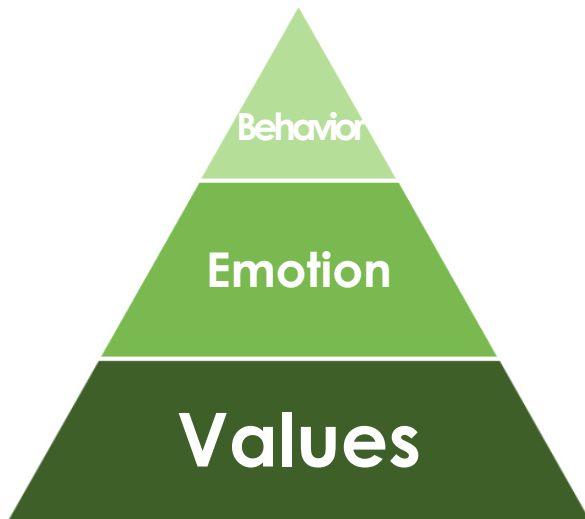
INCONSISTENT

Transformative Culture

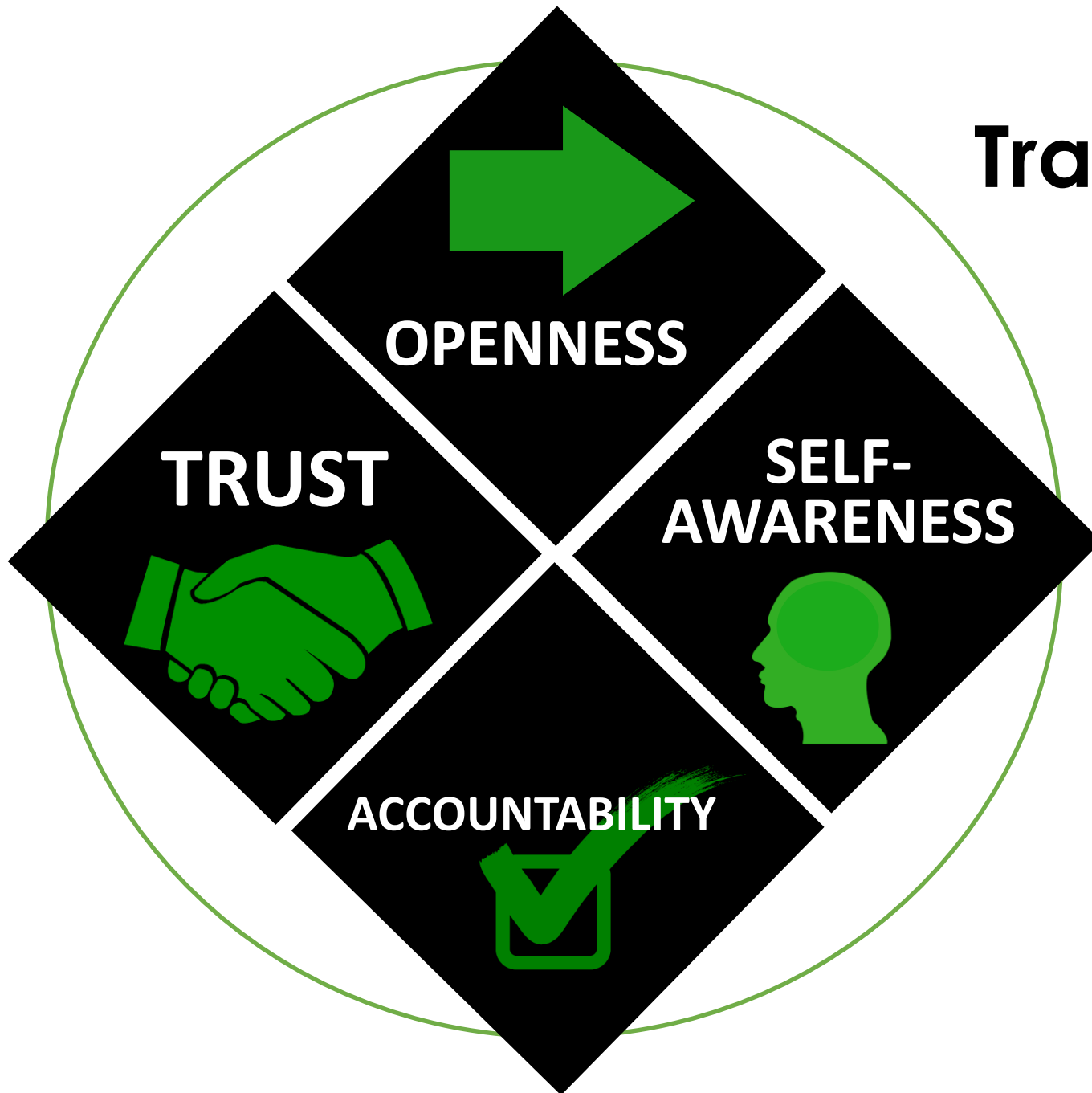
- “At your best”
- Purpose and values are aligned
- Inspires commitment to the organization
- Confidence and shared identity
- Values drive actions and behaviors

Transmitting Culture

- Under stress, tension
- Misaligned and unclear purpose
- Siloed and protective of your turf
- Focus on rules/policy to enforce change
- Fears drive actions and behaviors



Components of a Transformative Culture



How important is trust in
your organization?

What is the cost of a lack
of trust?

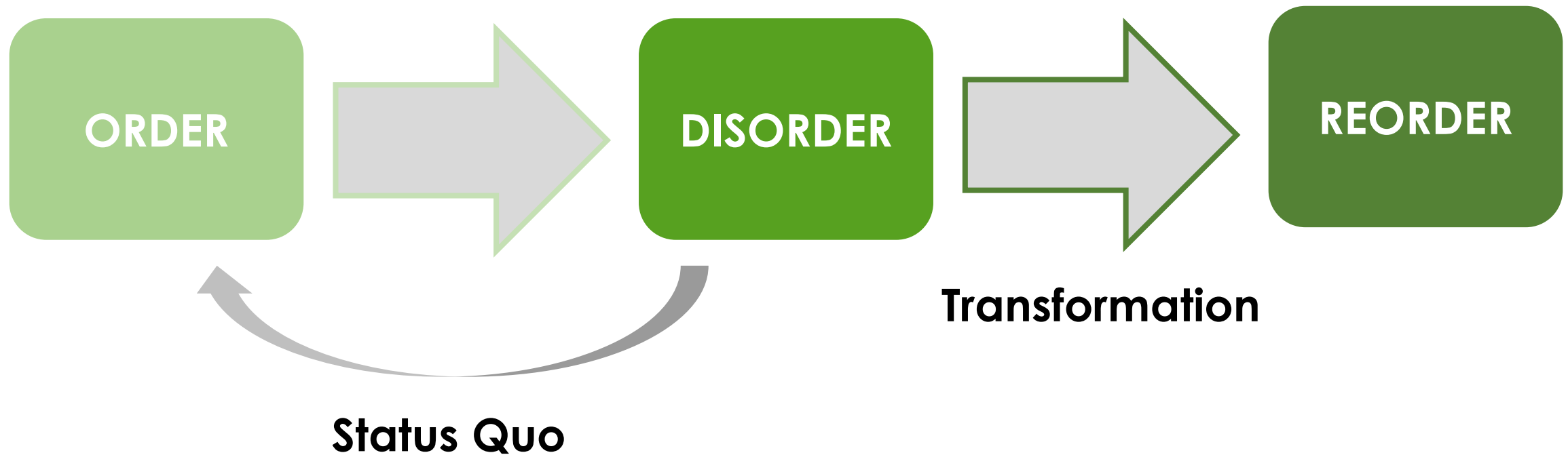
Business as Usual

Mistrust as Usual =

Behavior as Usual =

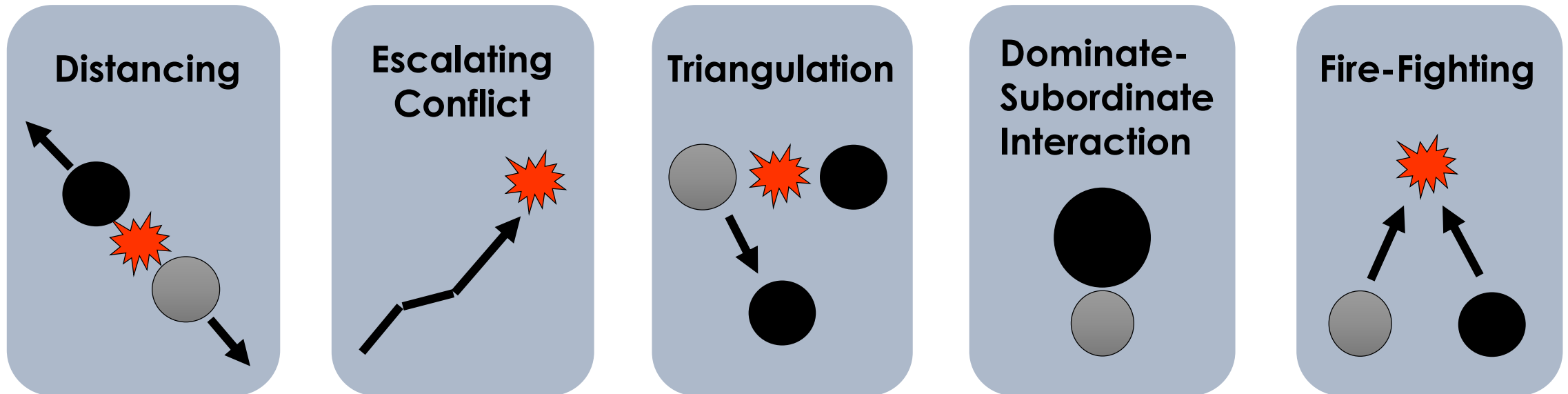
Business as Usual

Transforming Culture



Common Relational Patterns

In a transmitting culture, problems, tension and issues go unresolved and create common patterns within teams.



Business as usual is **NOT** a **sustainable model**

- The reason people **retire**
- Why people **quit**
- Why people don't **participate**
- The model of defensiveness and blame is a personal **energy drain**

Top 3 Drivers of a Great Workplace



IT STARTS WITH

YOU

The leader.



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A Leader's Responsibility

In transformative organizations, leaders set the tone.

- Be **uncompromising** and **resolute** in your cultural standards, values and beliefs
- Show **vulnerability**
- **Inspire** your team
- Be **consistent**
- **Address** and engage real issues in a real way
- **Recognize** you may be the least knowledgeable person in the room
- Provide **psychological safety** for people to be open
 - Create an environment where feedback is given freely
 - Conflict and tension are normal and healthy

Where do you need the most work?

GAIN SELF-AWARENESS

Understand your impact and how you carry tension for others

CREATE ACCOUNTABILITY

Define, lead and create ownership for the culture

BUILD TRUST

Develop honest, trusting relationships with people & within your team

ALIGN TENSION & RESPONSIBILITY

Invest in and challenge others. Be resolute in your cultural expectations



Reflection

Embracing the reorder.

- How are you using this time to **prepare** for the new order?
- How are you building and reinforcing your workplace **culture**?
- How are you moving **beyond surviving** to make good use of this time and embrace the opportunity to **reorder**?
- What actions are you going to take?

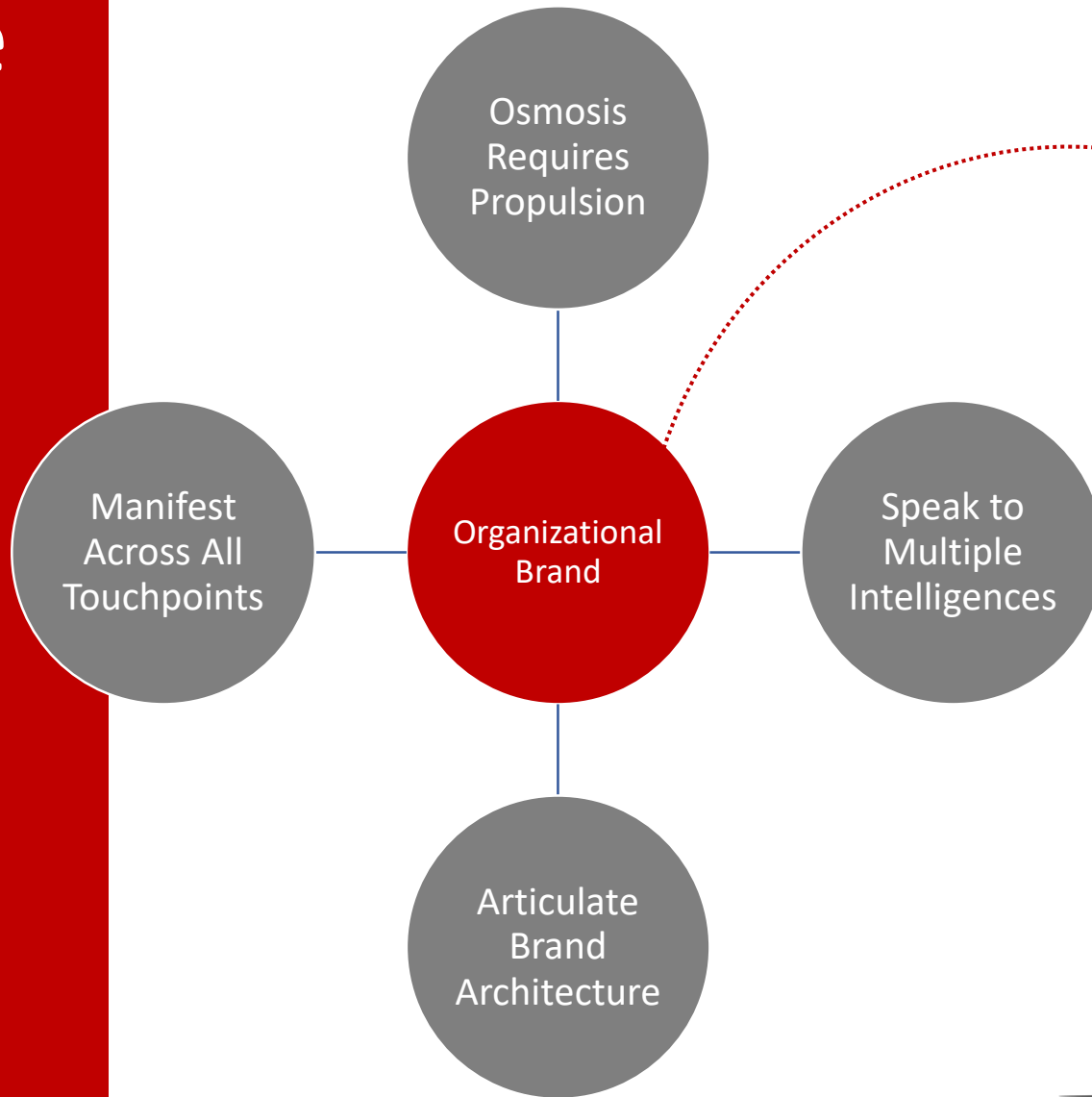
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Implementing an Organizational Brand That Transforms a Culture



Driving the Reorder:

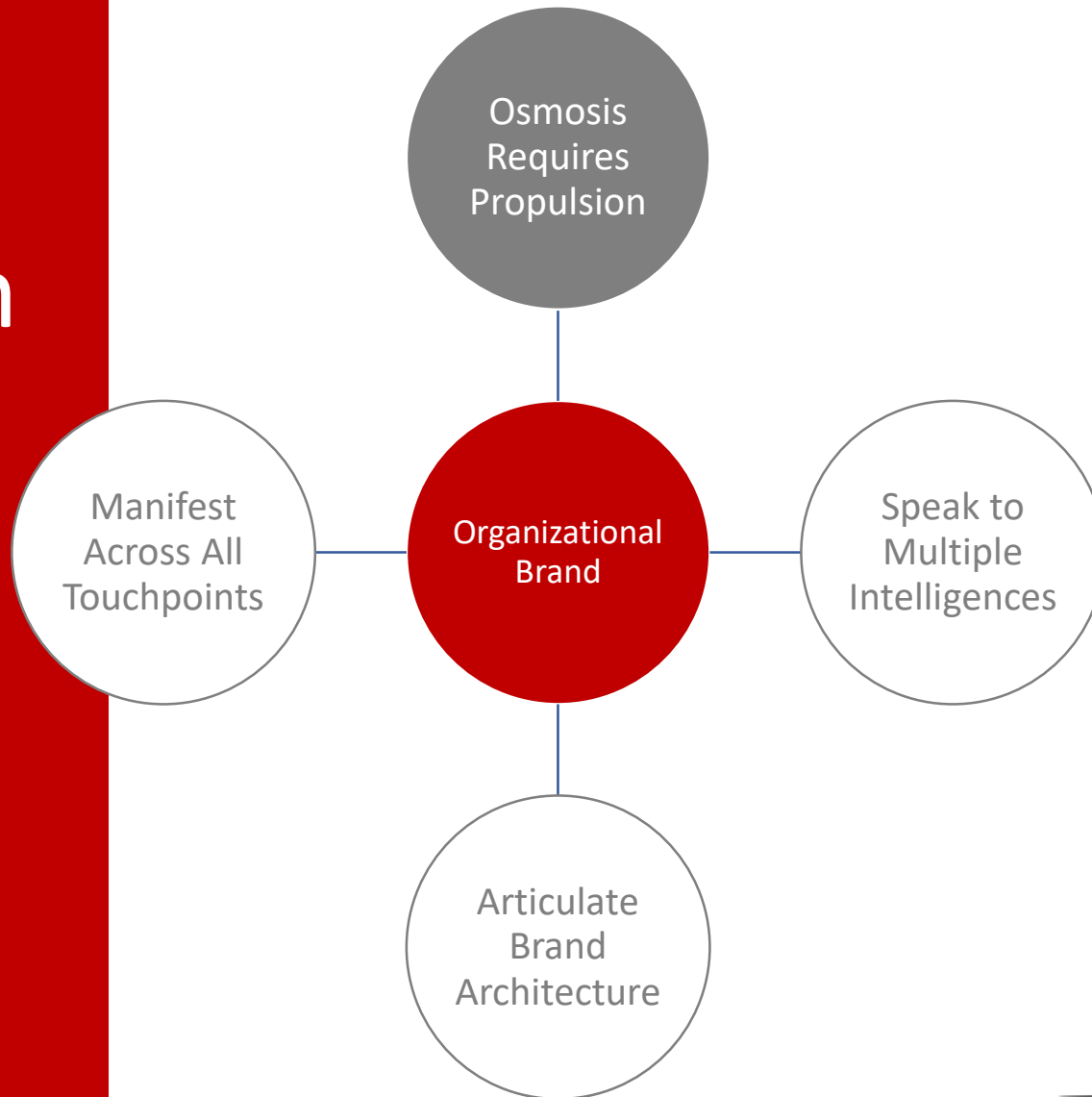
Cultural Infusion and Immersion



The goal of an organizational brand is to align the thoughts, attitudes, and activities of people so all work together toward a common purpose.

The benefits go beyond having a better functioning organization. A well executed organizational brand improves the recruitment and retention of top talent and drives sales.

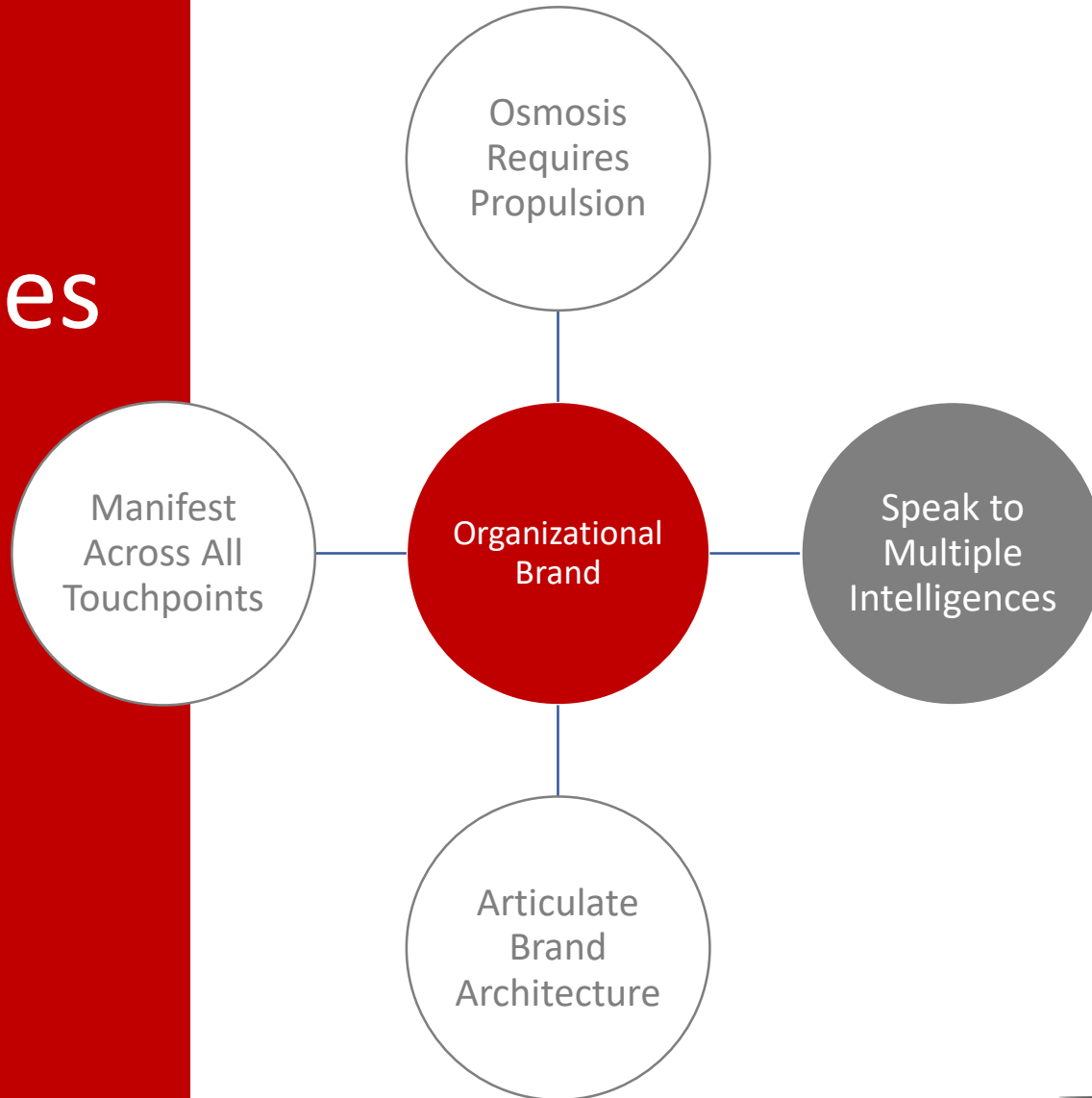
Osmosis Requires Propulsion



Transformation is an action

- It needs the energy of leadership and planning
- It is not a "project" belonging to HR or Marketing
- It will be absorbed, but requires role modeling

Speak to Multiple Intelligences



RATIONAL:

What your community needs to **KNOW**

IMAGINATIVE:

What your community needs to **THINK**

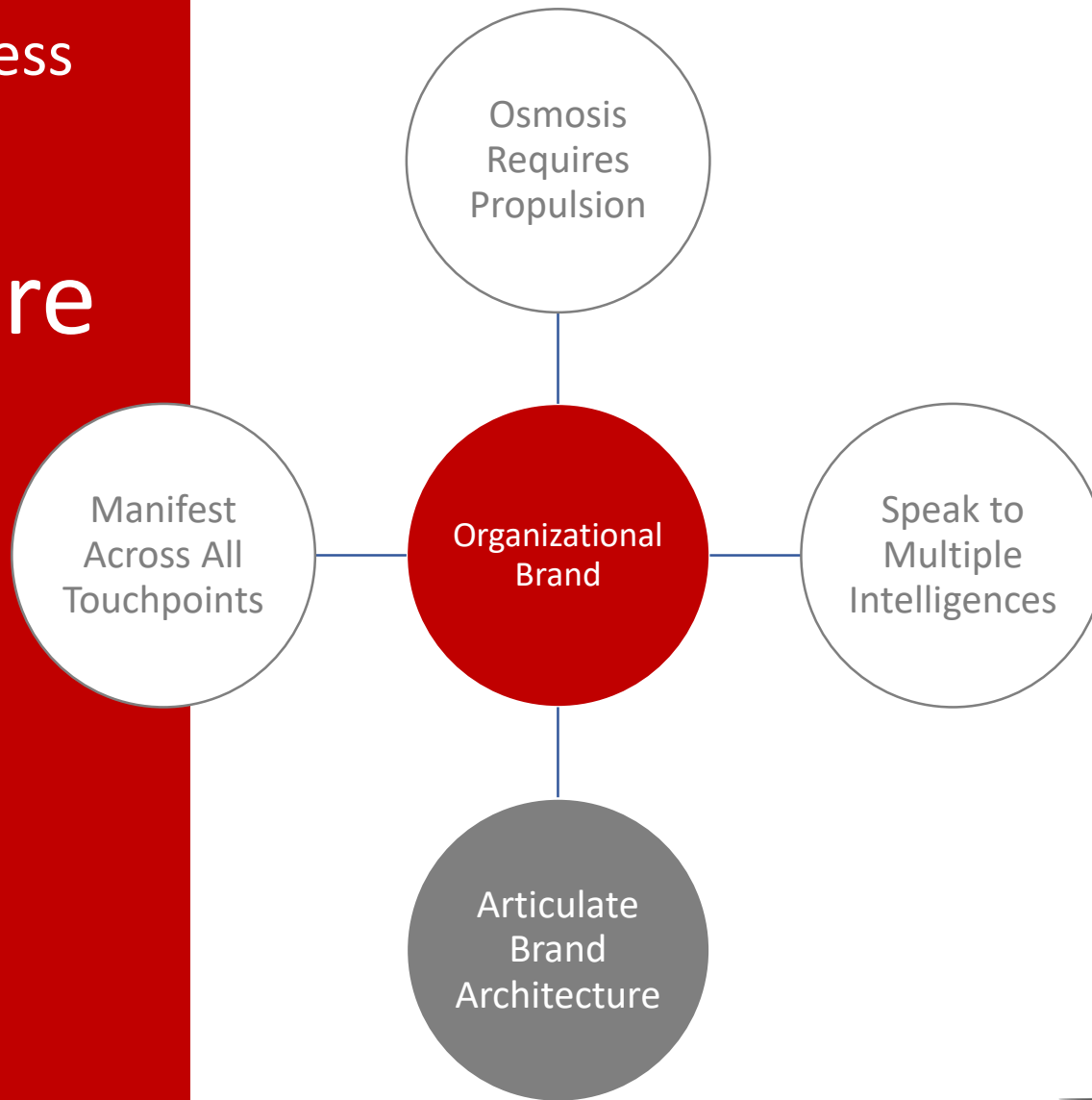
DOGMATIC:

What your community needs to **BELIEVE**

EMOTIONAL:

What your community needs to **FEEL**

Articulate & Express The Brand Architecture



Mission:

WHY we're here doing what we do

Essence:

HOW members deliver the WHY

Print:

Take-away from constituent POV

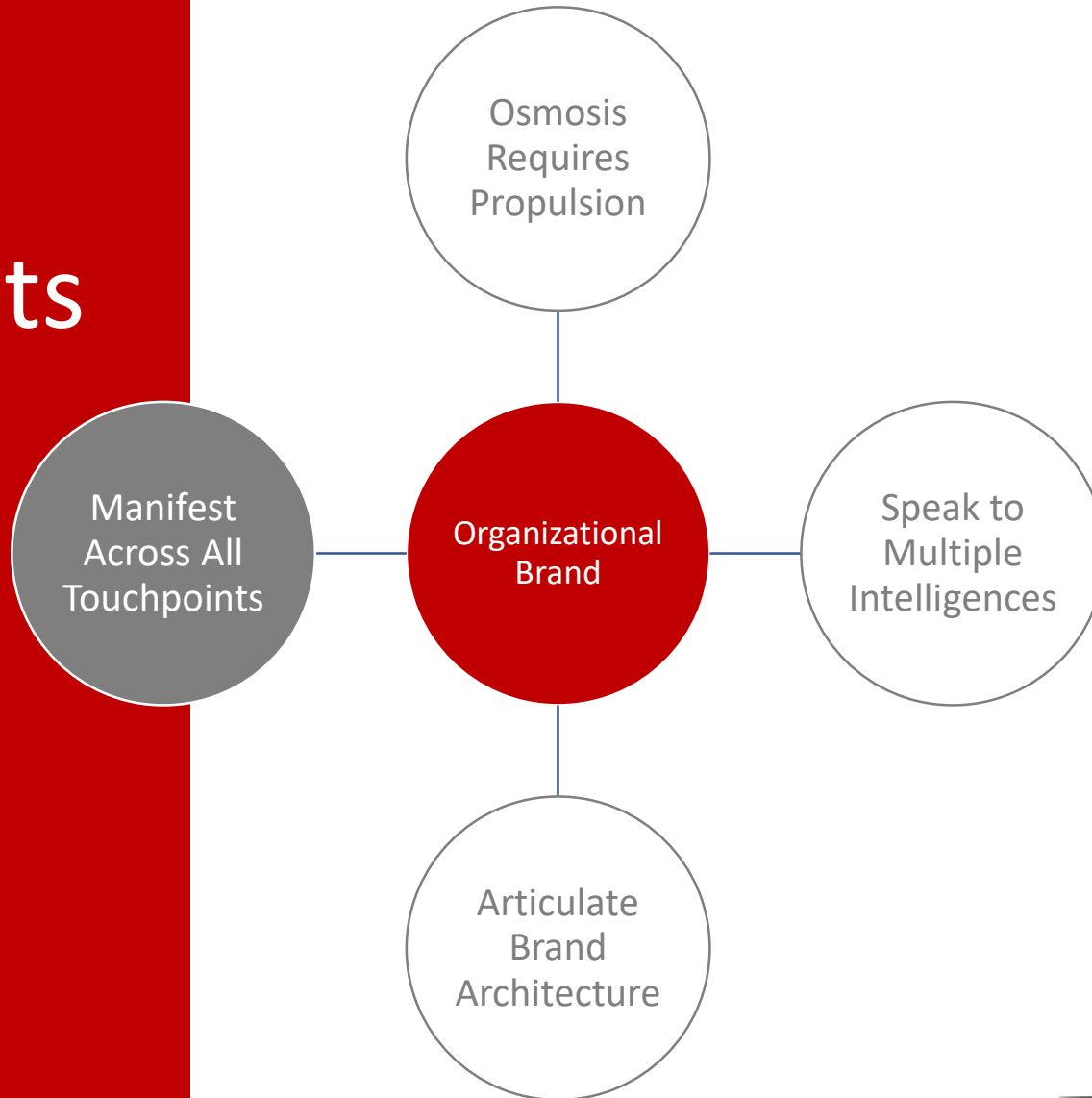
Enemy:

How is the world harmed by our failure?

Personality:

Voice and character with which we engage

Manifest Across All Touchpoints



- People & relationships
- Place
- Process
- Product

What's the ROI?

What can you expect from
a culture that transforms
rather than transmits pain?

- Improved retention and recruitment
- Higher efficiencies and throughput
- More effective and efficient decision-making
- Higher intellectual engagement and innovation
- Improved cohesion around strengths
- Enhanced communication across the enterprise
- Better focus for aligned growth
- Increased perceived value in the relationship
- Improved accuracy/decreased errors and rework
- Improved attendance

Business would be
easy, if it wasn't for
all the people.

Questions
+
Discussion



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Thank you.



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