

WHO are you? and WHY?

Leveraging Trusted Branding
in the Digital Marketplace



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Overview

Leveraging Trusted Branding

Today- WHY : Transform Mindset

Master Class WHAT: Transform Brand,
Business Model

Master Class HOW: Transform
Strategies and Impact

Jester Nasruddin,
13th century mystic

Search for Solutions

A man walking home saw Nasruddin out in the street searching frantically on his knees for something.

What are you searching for, asked the man.

"I've lost my key", replied Nasruddin.

The man decided to help him and joined the anxious search. After some time and no results, the man asked Nasruddin,

"Where exactly was the key lost?"

"I think I lost it in the house," replied Nasruddin with a smile.

The man was quite shocked.

"Why are we searching for it in the street?"

"Because it's better light here," replied Nasruddin.

What does it tell us about our current business environment ?

- ⌞ What we're looking for ?
- ⌞ What are our assumptions, predetermined path?
- ⌞ Where are we looking for the key.. Solution?
- ⌞ Who's looking for the answers?
- ⌞ Are we looking in the right places?

Where do we search for solutions ?

Look in the wrong places to solve our problems.

↳ Turn “Outside” ourselves or organization

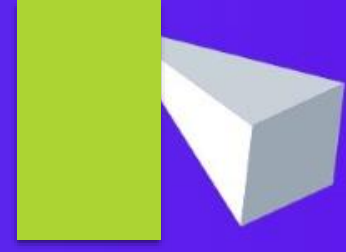
- ↳ hire experts
- ↳ invest in new technologies
- ↳ change marketing strategies

↳ Search must begin “Inside”

- ↳ self-reflection
- ↳ values
- ↳ assumptions
- ↳ confirmation bias
- ↳ organizational culture



read the signs
understand stakeholder needs
propel new directions
fuel social impact



What is your approach to disruption, crisis and change ?



See through Lens...\$

profit , self-interest, what helps me

Traditional Results

“70% of transformation efforts don’t deliver the hoped-for results.”

last year - \$900 Billion efforts missed the Mark

WHY?



See through Lens...Trust



purpose , people, what helps us

Purpose driven Results

*“businesses apply conscious capitalism -
1,025% ROI over 10 yrs”*

*“Unilever’s “Sustainable Living” brands, (Knorr, Dove ,
Lipton) grow 50% faster than other brands and
deliver more than >60% company growth”*



How do you
differentiate and
present your
company?



Elevator Pitch...

How do you speak about your brand

- #1: Lead-in Spark
- #2: Differentiator
- #3: Engagement – access interest
- #4: Call to action.

PREPARE ELEVATOR PITCH

Create 30 sec elevator pitch for **Your Company** using the following criteria:

01

Engage

Do the first 10 seconds engage?

02

Pain Points

Does your pitch relieve the pain of the potential client?

03

Value

Does it provide value?
Does it add/offer something to the target group?

04

Trust & Confidence

Does it build trust or confidence?

05

Hook

Does it provide a hook to remember your company?

Pause

What did
you
observe?

Begin Your Transformation Journey

When you transform **who** you are and **why** you are looking for a solution, then you'll change **what** you'll find and **how** to implement it.

6 Stages of Organization Transformation

Internal Transformation	External Transformation
1. Leader/ Individual	4. Brand-Business model
2. Organizational Culture	5. Operations
3. Vision Plan	6. Impact

Transform WHO are you?

- > Passionate about your business
- > Focus on core values
- > Develop digital competencies
- > Confront biases, resistances
- > Drive transformation

Transform WHY, HOW & WHAT

CLARITY OF **why**

- > Purpose, cause or belief
- > “**Why**” is the single driving motivation for action

DISCIPLINE OF **how**

- > Values or guiding principles
- > “**How’s**” are the specific actions that are taken to realize the **Why**

CONSISTENCY OF **what**

- > Tangible proof or results
- > “**What’s**” are the tangible manifestations of the **Why**

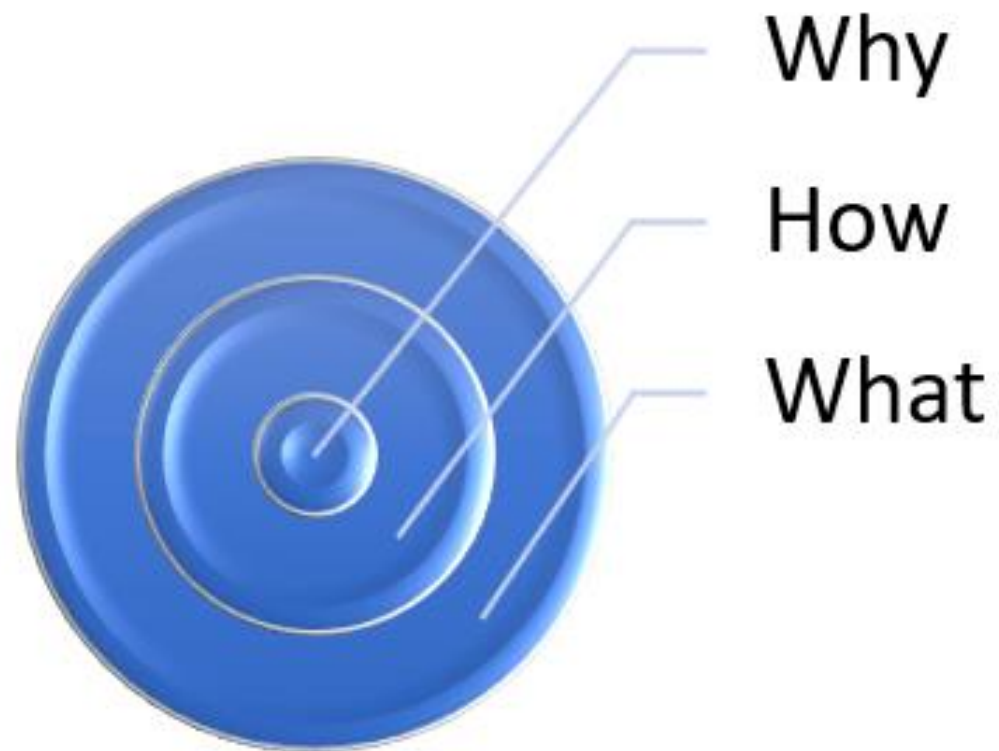



Figure 9.1. Starting with Why

“ People don't buy **what** you
do,
they buy **why** you do it.”

— SIMON SINEK



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What is your Transformative **WHY?**

a.k.a Your 
Purpose

Personal
Characteristics

+

Company
Characteristics

=

Transformative WHY

TRANSFORMATIVE WHY CANVAS

STEP 1

Personal Characteristics		
What are your personal values?	What are you passionate about?	What do you excel at?
Use these three sets of answers to define your own personal WHY? (Your own purpose)		

Company Characteristics	
What are the Company's strongest values?	What does the Company do well?

STEP 2

(In a group) Have each person briefly describe her/his WHY. List the commonalities you hear in the various WHYS.

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STEP 3

Given Company Characteristics (above) and the WHY commonalities in Step 2, list suggestions for your firm's WHY.

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THE SUBARU LOVE PROMISE

HOW do you do it?



RIGHT PEOPLE



RIGHT MINDSET



RIGHT VALUES

plus



DIFFERENTIATING
VALUE
PROPOSITION

FACTORS driving transformation

Crisis **Global impact**

Pandemic
Climate threat
Economic

^{recession} Commerce **Business adopts purpose**

Business/Digital
Transformation

People **Rising voices mobilize**

Next Gen
Women
Marginalized

Market **Global expectations**

Purchase power
Brand role
Voting

Edelman Trust Barometer- 20 years

Trust in institutions has evaporated ‘two-thirds of surveyed countries are “distrusters”. <50% population trust mainstream institutions - business, government, media & NGOs to do what’s right.’

“Onus is now on business, the one institution that retains some trust with those skeptical about the system, to prove that it is possible to act in the interest of shareholders and society alike.”

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Trust

Currency of Transformation



Transform your Brand

Look at Brand through lens of Trust

Traditional Brand
Purposeful Brand
Trusted Brand

Brand Pivot vs Brand Transformation

Brand Pivot	Brand Transformation
Transactional	Transformative
Incremental	Exponential
New Normal	New Harmony
Maintain Status Quo	Explore New Boundaries

**Traditional
Brand ...**
profit driven

Performance

Status

Self- Identity

Value

**Purposeful
Brand ...**
intent driven

**Align Values with
Purpose**

Proclaim Purpose

**Fulfill Customer
Expectations**

**Validate Purpose with
Action**

Trusted Brand

impact driven
(proven,
earned)

Live Purpose and
Values

Fulfill Experience

Demonstrate Impact

Invest in Sustainability

Trust Drives...

Trust - mindset Value
(driven by intention)

Trust - message... Verity
(driven by values, beliefs)

Trust - messenger ... Voice
(driven by transparency)

Trust - medium... Velocity
(driven by media,
relationships, networks)



Manage Your Trusted Brands

**Personal Brand
(individual)**

**Employer Brand
(job)**

**Social Brand
(consumer)**

**Corporate Brand
(investment)**

Global Brand (reputation)

Ask the hard questions

Why does the brand exist?

What role does it play in stakeholders' lives?

Does it embody the values of the company?

What challenge does it solve?

How would the world be different without it?

Strategic Brand Value

Define Value

Clarify
organizational
values,
Define Purpose

Design Value

Articulate your
identify,
Build Brand thru
Digital
Touchpoints

Communicate Value

Determine Image
and Persona,
Network message

Impact Value

Earn advocacy,
Scale social
impact,
Generate Profit

Trusted Brand is consistent to All stakeholders

Message

- Transparent, honest in reporting
- Empathy with consumers, employees

Supply

Augment supply chain

Design

- Sustainable circular ingredients
- Energy to produce
- Waste disposal

Invest

Harmonize community

Trust is Pervasive

Drives Stakeholder Relationships

Consumer

trust translates
into brand
advocacy and
championing

Partner

trust fuels
collaboration,
benefits entire
supply chain

Employee

trust manifests as
loyalty,
dedication
and constant
effort

Investor

trust drives
investment

Community

trust impacts local
support, talent
acquisition, prod
uct purchases

Build stakeholder trust

Brands focus on authenticity, credibility, accountability, relevance and evidence.

Successful trusted brands—such as Subaru, Lego and The Walt Disney Company—see their customers as active stakeholders who are investing their time, money and attention into the brands they love.

Brand is empowered
with TEST Values
Trust, Empathy,
Sustainability,
Transparency
+++

**Is there a GAP between what
you say and what you do?**

**Do you pass the Stakeholder
TEST?**

Rate your Company Brand on its role in the pandemic

	Strongly Disagree	Moderately Disagree	?	Moderately Agree	Strongly Agree
1. Business has the responsibility to ensure their employees are protected from the virus in the workplace.	1	2	3	4	5
2. Brands should focus advertising on how products can help people cope with pandemic-related life challenges.	1	2	3	4	5
3. Brand's response in the crisis will have a huge impact on one's likelihood of purchasing it in the future.	1	2	3	4	5
4. If one perceives that a brand is putting profit over people, they will lose trust in that brand forever.	1	2	3	4	5
5. Brands should do everything they can to protect the well-being and financial security of their employees and suppliers , even if it means suffering big financial losses until the pandemic ends.	1	2	3	4	5

Edelman 2020 Brand Trust Report *(% strongly or moderately agree)*

1. “78% said business has the responsibility to ensure their employees are protected from the virus in the workplace.”
2. “ 84% said brands should focus advertising on how products can help people cope with pandemic-related life challenges “
3. " 65% said that a brand’s response in the crisis will have a huge impact on their likelihood of purchasing it in the future.”
4. "71% agree that if they perceive that a brand is putting profit over people, they will lose trust in that brand forever."
5. “90% said brands should do everything they can to protect the well-being and financial security of their employees and suppliers , even if it means suffering big financial losses until the pandemic ends.”

What are your thoughts on these results?

How do reflect how you have approached your brand your marketplace?

What is changed the people expectations these are different people these are the same people who bought your products in your services but now have a different ?

What's transform them and are we sensitive enough as business people and human beings to understand it must change us and the way we conduct our business market of products and identify us company

IRA KAUFMAN PhD

Transformation Strategist, CEO, Social Entrepreneur and Educator



→ Ira's 45 years of management experience spans three worlds: business, nonprofit and education. He challenges leaders, entrepreneurs, and students to reflect on their assumptions and resistances to discover new sustainable solutions and fuel purposeful impact.

→ His company, [Entwine Digital](#), works with midsize organizations and multinationals to design values-based Transformation strategies and trains World Class Leaders. His [Transformation Academy](#) provides a framework for managing continuous change and fueling transformative business models. At University of Lynchburg College of Business, he designed and implemented the Transformative Leadership Lab.

→ He co-authored [Digital Marketing: Integrating Strategy, Tactics with Values](#) (2nd edition) and [Strategic Harmony... Fixing the Broken World](#) (2020). His blog is www.ThinkCatalytic.com.

→ Outside of his professional life, his passions are his two children, organic gardening, basketball and meditation.

Thank You

For queries or clarifications, please contact Us.



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