

THE 100

Building Blocks for
Business Leadership

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Strategic Planning Pyramid — Brand Statement

TOM SALONEK

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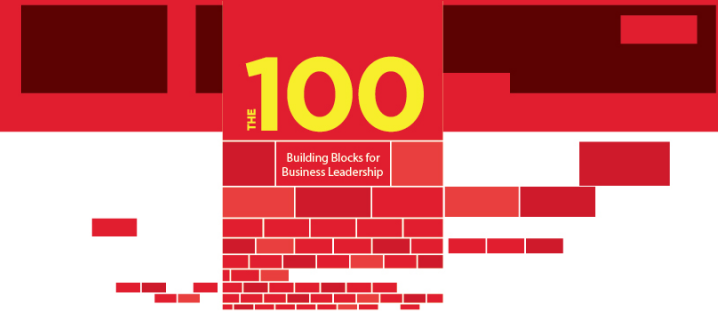
How to Use this Download

- In the planning pyramid, list your brand statement
- Your brand is how you are different to your customers in a way that matters
- A brand statement that needs to be explained, probably isn't a good brand statement
- Ideal brand statements state or imply the value to the customer not your firm
- If your brand statement is somehow measurable, all the better

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Planning Pyramid – Brand Statement

(i.e. Intertech)

Principles		Values	Purpose
<p>Dominate: We dominate our backyard of Minneapolis/St. Paul through a combination of training and consulting</p> <p>Exceptional: We're exceptional because of exceptional people. We get great people by getting great work.</p> <p>Difference: We're different in a way that matters to our customers</p>		<p>Attitude: Each day we choose our attitude. Attitude is contagious. For others to be positive, excited, and inspired, we must be.</p> <p>Commitment: As a team, we deliver. We demand more of ourselves than others could ask.</p> <p>Excellence: We're committed to a world-class customer experience and world-class customer satisfaction.</p>	<p>To create a place where people matter and our partner's business improved through technology</p>
Mission		Brand	
<p>We are the top training and consulting firm in the Midwest. We accept only the great work even in slow times. We have the best people and best work.</p> <p>Sales: \$ Profit: \$ Share Price: \$ Timeframe: 15-25 years</p>		<p>Instructors Who Consult. Consultants Who Teach.™</p>	

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