



YOUR BRAND IS DEFINED BY THE **EXPERIENCE**
YOU CREATE FOR YOUR CUSTOMERS. YOU
CAN EITHER **STAND OUT** OR STAND BY.

“**Uncertainty** is the only certainty there is, and knowing how to live with **insecurity** is the only security.”

John Allen Paulos
Professor of Mathematics
Temple University







MOVE LIKE YOU MEAN IT!



SHIFT YOUR MINDSET



**“In any given moment we have
two options: to step forward into
growth or back into safety.”**

—Abraham Maslow



Don't look back – you're
not going that way.

Mary Engelbreit

THE **ICONIC** FRAMEWORK



Be **UNIQUE**



Be **AUTHENTIC**



Be **PASSIONATE**



Be **CONSISTENT**



ELTON JOHN

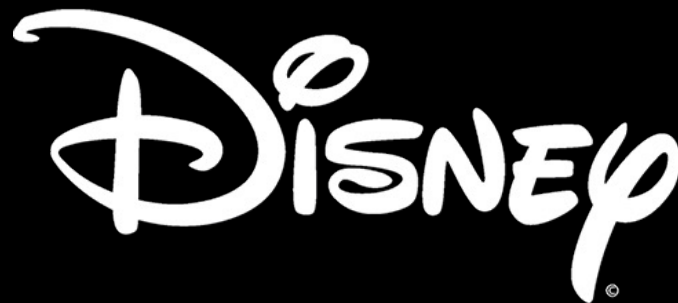
Be UNIQUE

INIMITABILITY

- so good or unusual as to be **impossible to copy**; unique. Literally, not able to be imitated. The word describes things so **uniquely extraordinary** as to not be copied or equaled.



THE RITZ-CARLTON



NORDSTROM

MISSION – the WHAT
VISION – the WHERE
PURPOSE – the WHY?

Know your



WHY



© PAT RUSSARD



“

PEOPLE DON'T
BUY WHAT YOU
DO, THEY BUY
WHY YOU DO IT

SIMON SINEK



A close-up, low-angle shot of a person's legs walking on a path. The person is wearing a light-colored, possibly white, dress or skirt. The background is a warm, golden sunset or sunrise, with the sun low on the horizon, creating a strong lens flare and illuminating the scene with a soft, warm light. The path appears to be made of dirt or gravel, and there are some fallen leaves or small plants scattered on it.

"For we walk by faith,
not by sight."

2 Corinthians 5:7



“We can become so distracted by what we’re walking into that we forget the promise we’re walking in with.”

— *Pastor Steven Furtick*



RESET. REFOCUS. REENGAGE.

Today, **89% of companies** compete primarily on the basis of customer experience – up from just 36% in 2010.



Key Customer Trends

- Customers are becoming increasingly impatient
- Customers expect convenience
- Customers expect personalization
- Customers expect a seamless experience





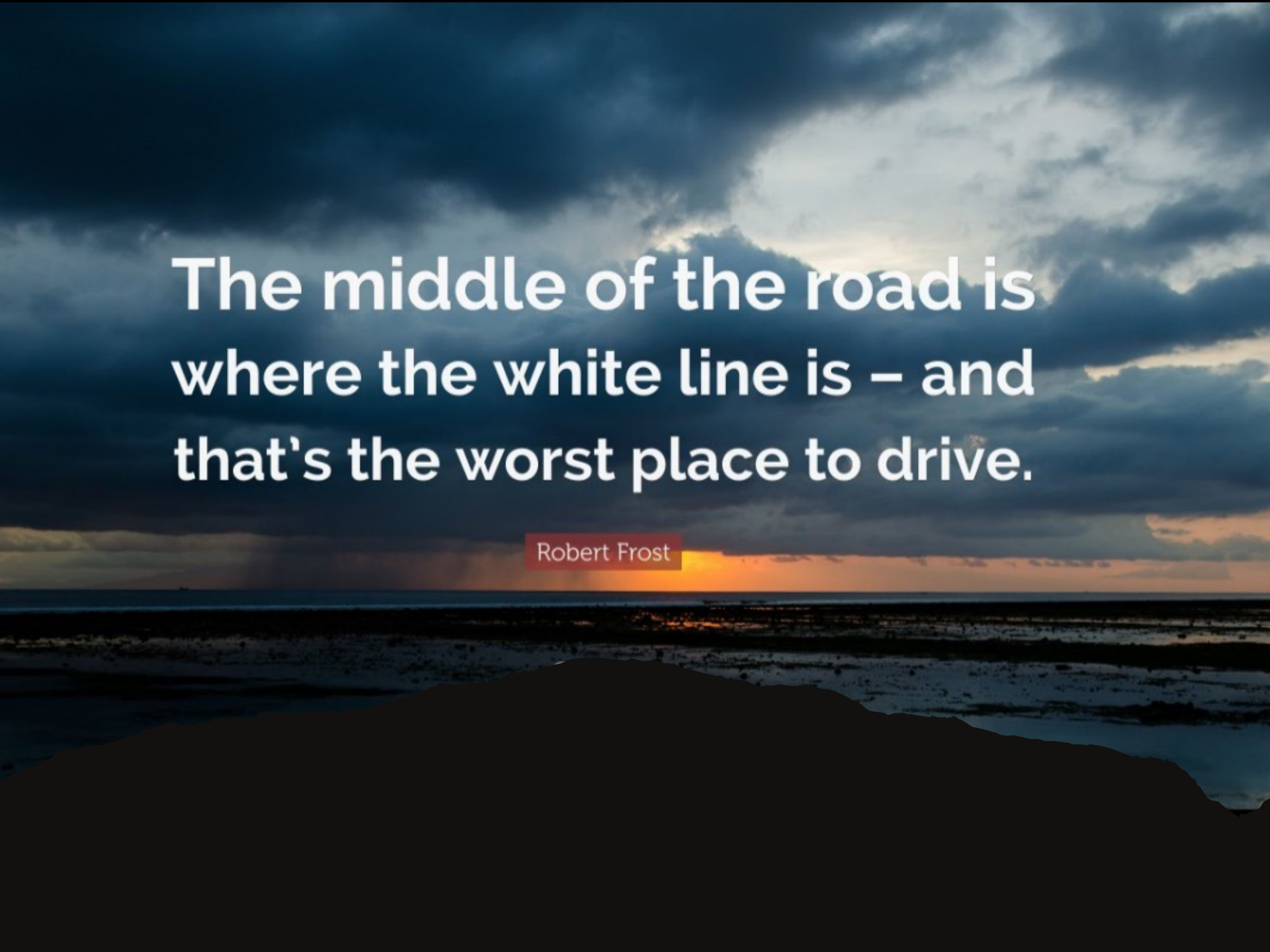
YOU'RE ONLY AS GOOD AS YOUR
CUSTOMER'S LAST **AMAZON**
EXPERIENCE.



WHEN CUSTOMERS HAVE A **VERY GOOD**
EXPERIENCE, THEY ARE 3.5X MORE LIKELY TO
MAKE ADDITIONAL PURCHASES.

- The Tempkin Group

A **GOOD** CUSTOMER EXPERIENCE
MEANS **POSITIVE** WORD OF MOUTH

A dramatic sunset over a body of water, with a dark silhouette of a hill in the foreground. The sky is filled with dark, heavy clouds, and the sun is low on the horizon, casting a warm glow. The water reflects the light from the sun, and the overall scene is moody and atmospheric.

**The middle of the road is
where the white line is – and
that's the worst place to drive.**

Robert Frost

FANDOM! *(Promoters)*

4.2x **MORE LIKELY** TO BUY AGAIN

5.6x **MORE LIKELY** TO FORGIVE

7.2x **MORE LIKELY** TO TRY A NEW
PRODUCT OR SERVICE

Promoters are your most potent
defensible competitive asset



ONE
REPRESENTS
ALL OF US





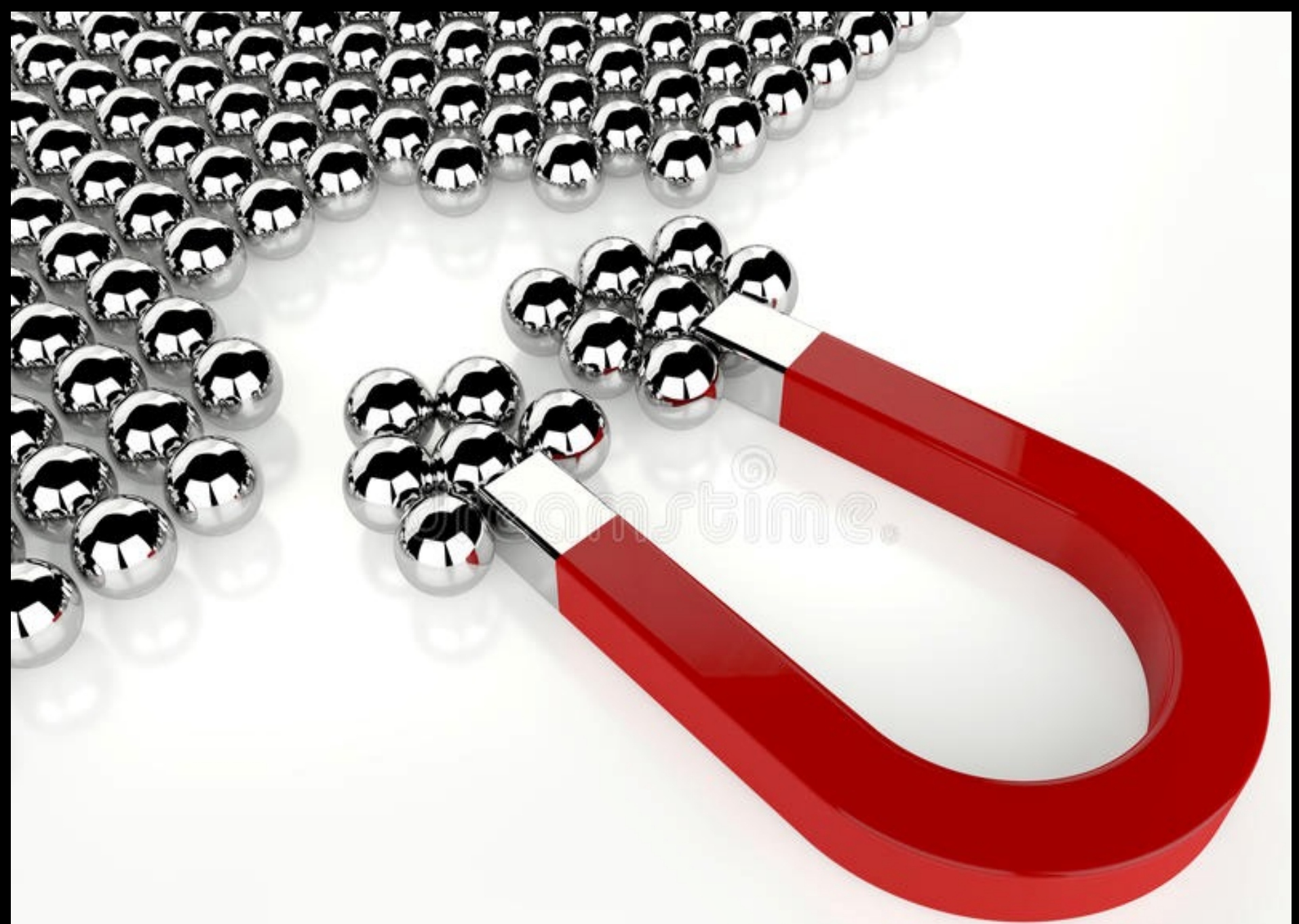
*PATIENT &
RESIDENT
JOURNEY*

212^o
the **extra** degree^o

the extra degree

Sam Parker

how to **achieve results** beyond your wildest expectations



OUR SUCCESS IS
DETERMINED BY OUR
MINDSET



YOUR MIND IS A MAGNET

“The **happiness** of your life depends on the quality of your **thoughts**.”

- Marcus Aurelius





You can't complete or finish in
the flesh what God started in the
spirit.

The image features four oval-shaped car speakers arranged in a horizontal row against a black background. Each speaker has a dark, textured mesh cover. A bright yellow rectangular box is superimposed over the center of the speakers, containing the text "AMP IT UP!!" in a bold, black, sans-serif font.

AMP IT UP!!

LL COOL J




Be AUTHENTIC



SEVENTY PERCENT OF A BRAND'S
PERCEPTION IS DRIVEN

BY ITS EMPLOYEES

A desert landscape with a paved road leading into the distance under a clear blue sky. The road has double yellow lines and is flanked by sand dunes and sparse desert vegetation. The sky is a clear, light blue.

Customers will never love
a company until its
employees love it first.

Simon Sinek

”

Take care of your associates
and they'll take care of your
customers.

- J.W. Marriott

70 percent of employees are
not engaged at work

GALLUP

ENGAGE. **EMPOWER.** INSPIRE.

A photograph showing several people's hands holding smartphones, suggesting a social gathering or a public event. The background is blurred, focusing attention on the devices. A prominent yellow diagonal banner is overlaid across the center of the image, containing the text "SOUND-BITE CULTURE" in a bold, black, sans-serif font.

SOUND-BITE CULTURE

“

They don't care how much
you know until they know
how much you care.

- John Maxwell



“When you are a servant leader, you work for your employees.”

— *Author Ken Blanchard*



IF THERE'S NO RISK,
IT'S NOT **TRUST**

TRUST

+

SERVANT LEADERSHIP



WTF!

WALK THE FLOOR!!



CELEBRATE!

OWN IT, LIVE IT, LOVE IT!



BRUCE
SPRINGSTEEN

Be **PASSIONATE**





RECHARGE. **REFRESH.** RENEW.



A white rectangular sign is suspended by two metal hooks from a dark metal horizontal bar. The sign features the text "YOUR CULTURE IS YOUR BRAND" in a bold, black, sans-serif font, arranged in two lines. The background is a textured, light-colored wall. The sign is slightly tilted downwards to the right.

**YOUR CULTURE
IS YOUR BRAND**



“Your brand is what other people say about you when you’re not in the room.”

— *Jeff Bezos*

AMAZON CEO

CULTURE
EATS
STRATEGY
FOR BREAKFAST

A close-up photograph of a large stack of black vinyl records. The top record is in sharp focus, showing its grooves and a central label with a metal spindle. Other records are visible in the background, some slightly out of focus. A bright yellow rectangular banner is superimposed over the middle of the stack, containing the text "NEVER LOSE THE BEAT!".

NEVER LOSE THE BEAT!



BLOCKBUSTER

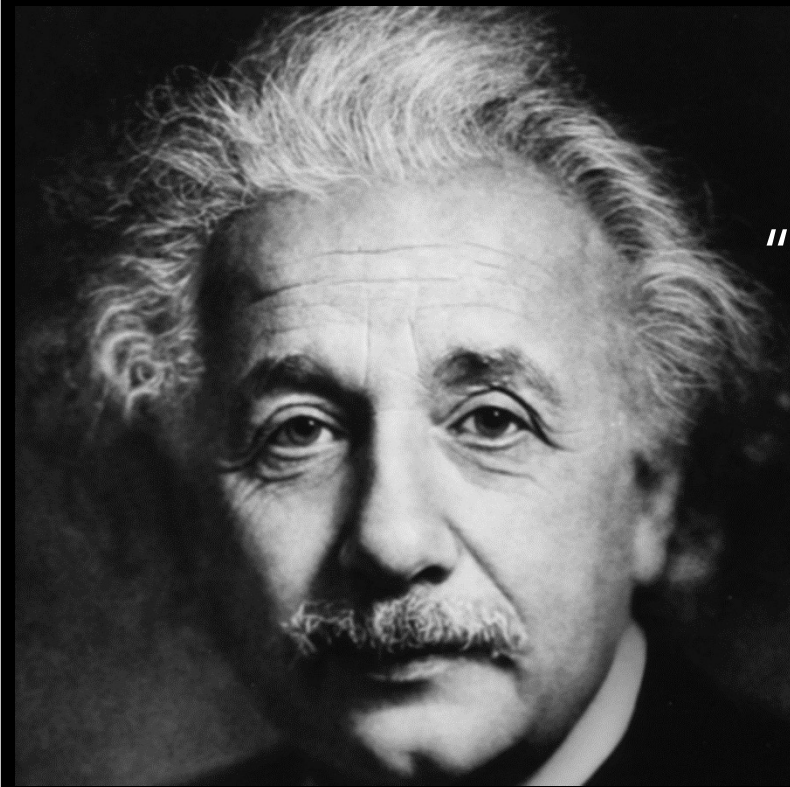
TOWER RECORDS

- Launched in 1960
- 1999 - 200 stores in 30 countries
- \$1 Billion in annual revenue
- 2006 – BANKRUPT!



SUCCESS CAN SOMETIMES
BECOME A BARRIER TO

INNOVATION



"I have no special talent. I am only passionately curious."

— *Albert Einstein*



SOUL TRAIN



MOVE LIKE YOU MEAN IT!

AMP IT UP!

NEVER LOSE THE BEAT!



We can't always choose the music
life plays for us, but we choose how
we dance to it.



YOU GOT **SOUL**

