MultiCare

How to Grow as a Conglomerate

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results – significant, tangible, sustainable results. After all, your brand is like your body – it's the greatest instrument you have – but you've got to use it and keep it strong." -- Denise

Client: MultiCare Health System

an integrated health care organization in the Seattle-Tacoma area

Goal: Identify brand growth opportunities following an M&A transaction

Assessment

Assessment: We need to **assess** current brand performance and **evaluate** potential new directions

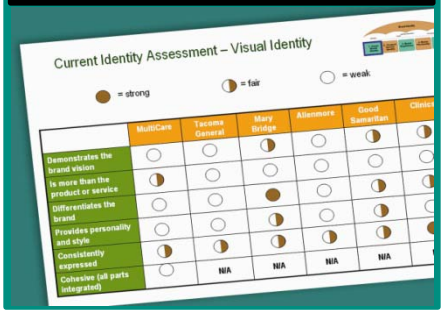
Program & Plan

Training Program: Brand Diagnostic; Competitive Landscape Map

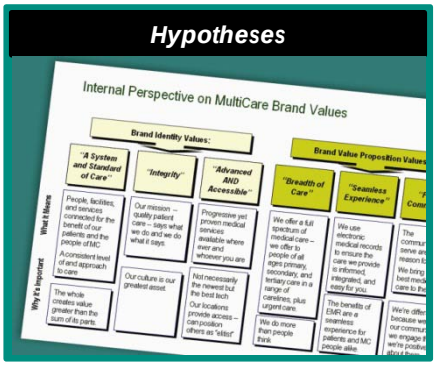
Training Plan:

- ***Conduct*** internal stakeholder interviews (staff, physicians, Board members, etc.) to uncover individual perceptions and beliefs regarding the current strengths of and challenges to the brand
- ***Perform*** market analyses to understand key business and brand issues impacting MultiCare
- ***Conduct*** competitive audit and analysis to reveal potential positioning opportunities
- ***Identify***, ***audit***, and ***evaluate*** brand touchpoints to assess current brand delivery and understand current brand associations
- ***Develop*** hypotheses for brand platform

Brand assessment



Hypotheses



Result

Result:

Clear roadmap *for developing growth strategies and evolving the brand identity*

denise lee yohn
brand as business™
consulting partner

917 446 9325 **mail@deniseleeyohn.com** **www.deniseleeyohn.com**

© 2011 Denise Lee Yohn, Inc.