

How to Inspire and Align a Workforce

Client: Sony

Goal: Close the gap between what we say the Sony brand is and how we deliver it

"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*

Assessment

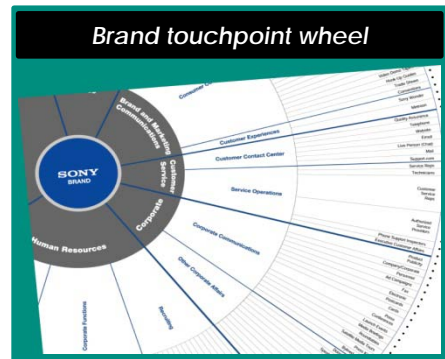
Assessment: Align all employees with one common understanding of the brand and their roles in delivering it

Program & Plan

Training Program: Brand Touchpoint Wheel; Brand Toolbox; Brand Engagement Program

Training Plan:

- **Create** a Brand Touchpoint Wheel to identify all the points of contact with the outside world and to define the linkages between internal actions and outside touchpoints
- **Create** a rich, web-based Brand Toolbox designed to do inform, inspire, and instruct all stakeholders on how to interpret and reinforce the brand
- **Develop** a co-marketing toolbox to establish a common approach for evaluating all partnership proposals and to implement higher standards for co-marketing programs
- **Execute** a brand engagement program, including facilitated worksessions to engage business divisions and functional teams with their roles in bringing the brand to life



The graphic is titled 'Co-marketing toolbox'. It features logos for 'city', 'VIZIO', and 'BEST BUY'. The text reads: 'These guidelines are a set of tools working on co-marketing programs equity objectives. As guidelines, the guidelines--to be interpreted and applied specific opportunity.' Below this, it states: 'The critical and overarching guidelines are: LEVERAGE every co-marketing partnership to deliver "product-plus" value propositions: deeper, richer user experiences. ENGAGE in partnerships that create value for Sony.'

Result

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Internal brand alignment and momentum to power external brand-building initiatives