



CORPORATE BRAND

Progression Path



1. PROFESSIONAL

Establish Identity: Who the company is and what it stands for.

- Company narrative
- Visual identity standards: "Looks like"

KPIs:

- Recognition
- Awareness
- Perception
- Rankings on third-party lists
- Compliance with design standards



2. PATHFINDER

Manage brand as a competitive differentiator

- Develop brand attributes as decision criteria
- Brand performance measured against peers
- Add "Sounds & thinks like"
- Gap analysis on "moments of truth"

KPIs:

- Performance by brand attribute and stakeholder, relative to competition



3. PACESETTER

Brand as lever of transformation, "on brand" experience

- Instrument key touchpoints
- Apply brand to culture and societal value
- Add "Performs like"
- Establish/participate in management system

KPIs:

- Net Promoter Score
- User reviews
- Job offers accepted

Transformational Enterprise Change