

Crescendo Connect Conversation – January 7, 2013

Guest Speaker: Bob Huff

EMOTIONAL INTELLIGENCE & BRANDING:

POSITIONING YOU & YOUR
CLIENTS FOR SUCCESS

JANUARY 7, 2013

Bob Huff, Senior Brand Manager, SUPERVALU

Overview

- Branding defined
 - ▣ Brand promise
 - ▣ Brand architecture
 - ▣ Positioning
- How EI relates to branding
- Ways to think about your brand
- Ways to think about your customer's brand
- Tools & suggestions

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What is branding?

- Developing and managing the visual, emotional and literal language of a person, product or service.
- Includes logo, imagery, colors, fonts, slogans, packaging, promotional copy, store environments, sales force
- Transcends, but includes marketing, sales and product development

The power of branding

The strongest brands:

- simplify decisions
- appeal to the heart AND the head



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The brand promise

- Describes the highest order benefit of your brand to customers
- Apple's "unofficial" brand promise
 - ▣ Simplicity and utility through exceptional design



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Brand architecture

Highest order benefit to the customer

Brand Promise

Emotional and functional ways your brand helps the customer

Benefits

Criteria for your brand. What you will/will not be

Guardrails

Demographic, behavioral and attitudinal insights

Customer Insights

Assets are what you own – logo, slogan, etc. Personality is how your brand relates to others. Essence speaks to core values.

Assets

Personality

Essence

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What is positioning

- Actively frames your brand in a way that optimizes relevance, differentiation and value to the customer
 - What is it? (product or service and category)
 - For whom? (target customer)
 - Compared to whom? (value proposition vs. competitors)
 - Why it matters? (benefit and reasons to believe – RTBs)

Positioning statement

- Typically constructed as a single phrase:

“Apple provides the most elegantly designed and useful technologies for people who want to think different and create, learn, connect more deeply to life.”



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How does EI relate to branding?

EQ-i^{2.0} construct

- Self-perception
- Self-expression
- Stress management

- Interpersonal
- Decision making

Brand Management

- Brand essence
- Assets
- Personality

- Brand promise
- Benefits
- Customer insights
- Positioning
- Reputation



How does EI relate to branding?

- A way to think about building enduring brands from the inside-out through leadership and organizational development (Robert K. Cooper - *Executive EQ*)
 - Emotional Literacy
 - honesty, energy, feedback, intuition
 - Emotional Fitness
 - presence, trust, constructive discontent, renewal
 - Emotional Depth
 - purpose, commitment, integrity, influence
 - Emotional Alchemy
 - flow, reflection, opportunity sensing, creating the future

How does EI relate to branding?

- EI is cost-effective, smart and necessary for success
 - ▣ Attunement is a key skill in dealing with individuals and teams through disagreements and complexity
 - ▣ Social empathy is key to building rapport, which is critical to getting things done
 - ▣ EI has great impact on enhancing decision-making, leadership, open-honest communication, loyalty, creativity and innovation
 - ▣ Brand-building is intricately related to building personal power including self-awareness, inner guidance, respect, responsibility and connection

Ways to think about your brand

- Your values and your story
 - ▣ What you stand for
 - ▣ What you do best
 - ▣ Why it matters

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Ways to think about your brand

- Your reputation – how others see you
 - Expert?
 - Trusted advisor?
 - Creative?
 - Strategic?
 - Results-oriented?
 - Easy to work with?

Ways to think about your brand

- How you act, what you say and how you say it
 - Fresh or unique perspective?
 - Leader?
 - Facilitator?
 - Assertive?
 - Intuitive?
 - Transactional vs. relationship-based?

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Ways to think about your brand

- Understanding the competition
 - Who are you really competing with?
 - What do your direct competitors do best?
 - What's your value proposition compared to others?
 - What I do better, on par with, or not as well as others

How to think about your customer's brand

- Understanding the mission, vision and narrative
- Sensing and articulating the fundamental issue
- Getting clarity around goals and objectives
- Investing in the relationship, process and the results
- Considering internal (culture, org structure) and external (sales force, PR, marketing, e.g.) factors that impact the brand

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Tools & Suggestions

- Build your own architecture
- Write your positioning statement
- Define your value proposition
- Use listening, clarifying, facilitating skills to help customers succeed
- Leverage the efficiency and scale of digital marketing and social media
 - Content is still king
 - Don't underestimate resources needed
 - Test and learn
 - Integrate offline and online
 - Offer something unique and of value
 - Quick POV on Email, Twitter, Facebook, LinkedIn, Blogs
- Don't forget about traditional marketing (i.e. ads, PR, direct mail)
- Nothing beats networking!

Thank You!

- Feel free to contact me:
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El Peer Coaching

Crescendo Connect Conversation

Monday, February 4th

12:00 – 12:45 p.m. CT

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- March 12 & 13, 2013
- June 11 & 12, 2013
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