



BRAND RESILIENCY:

POSITIONING FOR GROWTH & OPPORTUNITY

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Path to Resilience

- Start from within
- Engage your customers
- Innovate; chart a new course



Brand: Your North Star

- Brand is what you stand for
- Brand is your promise and your fulfillment of that promise
- Brand fuels differentiation

-Lindsay Pedersen, *Forging an Ironclad Brand*





Start From Within

- Harness Your Collective Power
- Revisit Core Brand Principles
- Underscore Your Value



Engage Your Customers

- Connect with Empathy
- Listen to Find the Problem
- Don't Ask Your Customers to Innovate

Innovate!

- Interrogate your reality
- Challenge orthodoxies and deploy constraints
- Move quickly, perfect later



Test, Communicate & Adjust

- Pressure-test your ideas
- Communicate internal and externally
- Agile mindset: adapt and adjust continuously

THANK YOU

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