

Workshop: Building Brighter Narratives

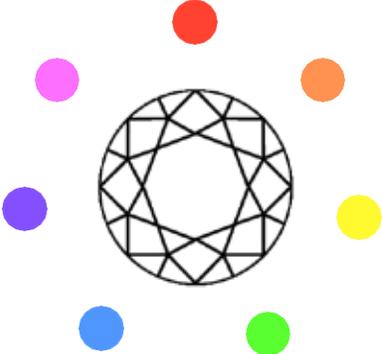
Where do you stand, what do you see, and what do you plan to do about it?



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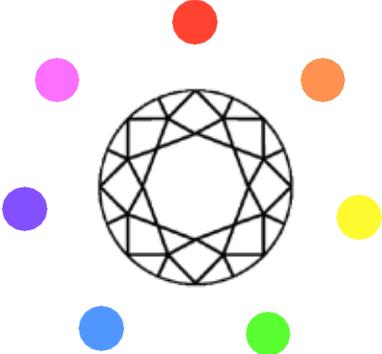


OPPORTUNITY



*We believe...
The world is...
We will...*

OPPORTUNITY



***We believe...
The world is...
We will...***

We believe...
The world is...
We will...

*Culture
Storytelling
Leadership*

*We believe...
The world is...
We will...*

Culture

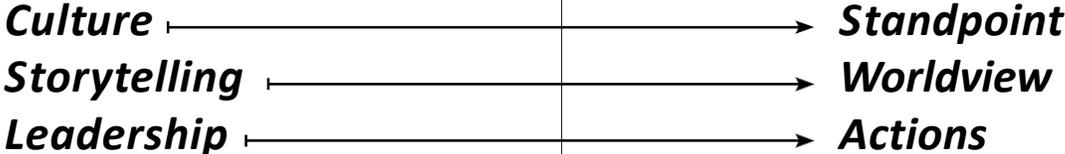
Storytelling

Leadership

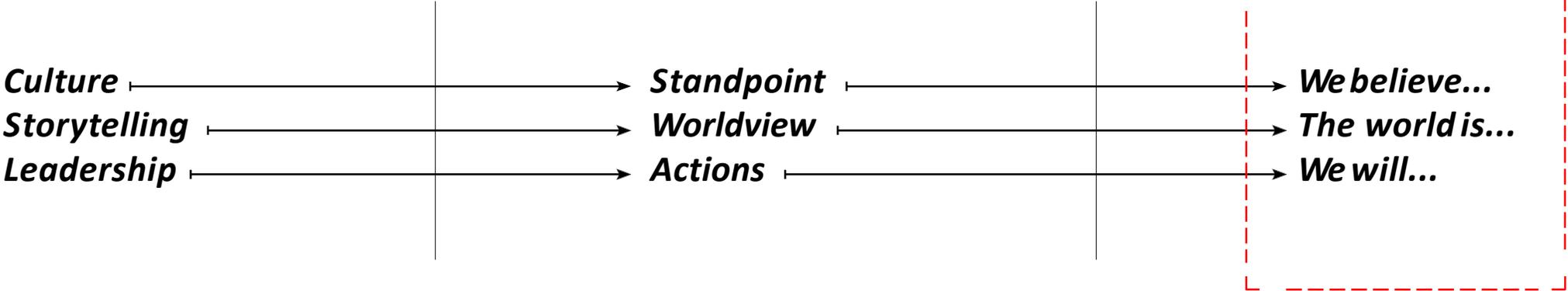
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WE BELIEVE

Brand standpoint and culture

“Our belief is that a company’s culture and a company’s brand are just two sides of the same coin. The brand is just a lagging indicator of the culture.”

- Tony Hsieh, CEO, Zappos

In a world of radical transparency, having a great culture is almost as important as having a great product. A thriving culture is an essential building block for brighter brands.

BRIGHT CULTURE

Brands with bright culture know who they are, what they stand for, and create space for those who share their values to join them in pursuit of a common vision.

They communicate confidently and have a clear *brand standpoint*.

Standpoint: A position from which objects or principles are viewed and according to which they are compared and judged.

Brand standpoint: The core values and beliefs that define you as a brand and inform the way you view the world.

-Mission, Vision, Values, Purpose

-Plan for pursuing your vision that allows everyone to see how their work connects to the bigger picture, regardless of their role.

What does bright culture look like?

Nourishing - support wellness and concept of “whole-self” and “work-life integration”

Inclusive - collaborative, learning-oriented, support 360° communication

Fulfilling - foster relationships, impact, and growth

Where can I find it?

Employer brand and EVP

Recruit marketing and collateral

Signature initiatives / engagement programs

Rituals and traditions

Peer recognition programs

Employee surveys

360° performance reviews

Glassdoor reviews

Key questions for building brighter culture

What is our aspirational reason for being?

What's our vision for the future?

What basic beliefs or truths do we share as an organization?

What do we value?

ACTIVITY: Clarify your brand standpoint

Using the brand attributes and key questions as a guide, complete the brand standpoint sentence starters.

Three tips for building brighter culture

Make values visible and close the gap between stated and actual values

Think bigger: more ambitious vision, more inclusive framework

Recognize the power of rituals and traditions

Bonus tip: *Peer recognition can be powerful*

THE WORLD IS

Brand worldview and storytelling

*The **brightest brands** have recognized that each touchpoint represents an opportunity.*

- Deeper trust, greater engagement, more meaningful impact*
- Innovate, improve lives, do more with less*
- To create value for ALL stakeholders*

BRIGHT STORYTELLING

Bright storytellers view things through a particular lens, and paint a clear picture of the world in a way that inspires and empowers others to take part.

Their *brand worldview* is vital and compelling.

Worldview: A comprehensive conception of the world especially from a specific standpoint.

Brand worldview: What the world looks like when viewed from the perspective of your brand.

What does bright storytelling look like?

Compelling - focus on others not just self; inspire conviction

Confident - comfortable in your own skin, unapologetic about who you are and what you stand for

Human - imperfect, conscientious, committed to self-improvement

Where can I find it?

Each touchpoint and stakeholder audience represents an opportunity for brighter storytelling:

Employee comms - brand building from the inside-out

Investor comms - strategic alignment

Customers/consumers - marketing, advertising, PR

Suppliers - codes of conduct, strategic partnerships

Regulators/gov't - signature initiatives, going beyond compliance

Community - cause campaigns and targeted activations

NGO's - reporting and transparency

Key questions for brighter storytelling

From the perspective of your brand standpoint, what does the world look like?

What does the future look like and how do we fit in?

What does the world need a little more (or a little less) of?

What problems are we uniquely positioned to solve, or opportunities are we positioned to capitalize on?

ACTIVITY: Sharpen your brand worldview

Using the brand attributes and “key questions” as a guide, develop a concise expression (1-2 sentences) of your brand worldview.

“The world is...”

Three tips for brighter storytelling

Speak in one voice

Cater to your audiences' evolving tastes

Strike the right balance of substance and story

WE WILL

Leadership through action

BRIGHT LEADERSHIP

Bright leaders know the work of leadership is never finished. They take bold action before customers, competitors, or regulators compel them.

They lead through their actions, raising the bar, and inspiring others to follow.

Leadership: A process of social influence to maximize the efforts of others towards a common goal.

Source: Bradberry and Kruse; Emotional Intelligence 2.0

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process - means the work of leadership is never done

social influence - requires a certain charisma, charm, persuasive ability

efforts of others - leaders don't have to do it all themselves

common goal - a strategy for building a competitive advantage, or achieving desired outcomes

What does bright leadership look like?

Optimistic - inspire others with an unwavering belief that the future is bright

Courageous - tackle tough issues because you choose to, not because you must

Visionary - know where you're headed and bring others along

Where can I find it?

Thought leadership platforms

Big audacious public goals and progress reports

Innovation programs and moonshot initiatives

Industry collaboratives and transformational partnerships

Key issue advocacy

Key questions for brighter leadership

What changes would be required, in society or industry, to bring your vision to reality?

*What ways would the world be different if everyone shared your worldview what would there be more of
or less of?*

What actions would be required to accelerate this change?

Who is empowered to take such action?

ACTIVITY: Leadership in action

What actions can, or will you take to bring about your aspirational vision?

“We will...”

Three tips for brighter leadership

Leaders are everywhere, empower them

Disrupt or be disrupted

Take a stand - show, don't just tell

3 THINGS TO REMEMBER

Building brighter narratives

We believe...

it's bigger than you

The world is...

be clear-eyed and hopeful

We will...

inspire others with courage, vision, and optimism

*Thank **you.***

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