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# **The Distinction Between Brand, Culture and Engagement, and Why it Matters**

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# Video

# Common Perceptions



## BRAND

*"I know what our brand is – our logo and look."*



## CULTURE

*"I sense my culture – I just can't explain it."*



## ENGAGEMENT

*"Engagement? – not sure what you mean by that"*

# Relationship Defined

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**CULTURE**

+

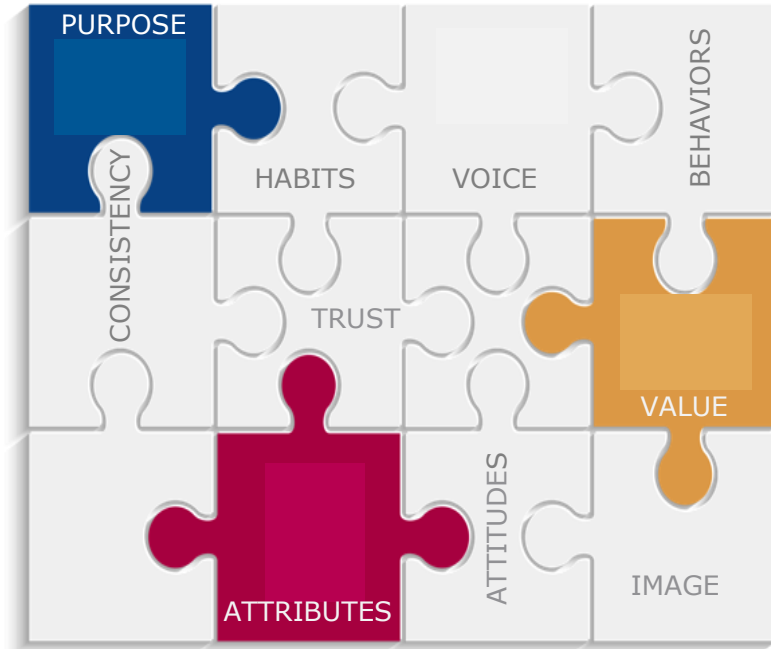
**BRAND**

=

**ENGAGEMENT**

# Brand Defined

## BRAND



The public's perception of you.

Not what you want to be.

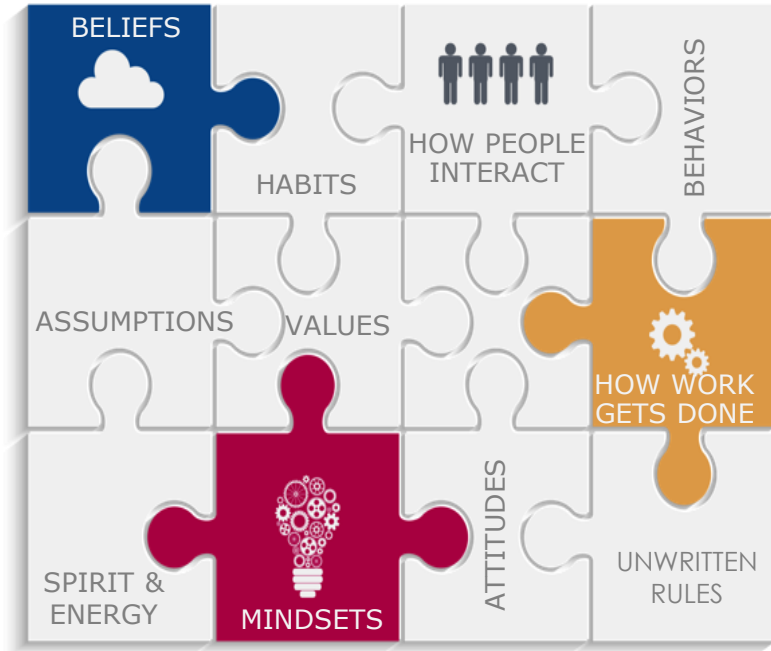
Not what you tell people you are.

Definitely not your logo.

It's who you are in people's minds...regardless.

# Culture Defined

## CULTURE



Culture is rooted in how organizations **solve problems.**

It emerges from the thinking, behaviors and practices that have led to success in the past.

# Enterprise Engagement Defined

## ENGAGEMENT

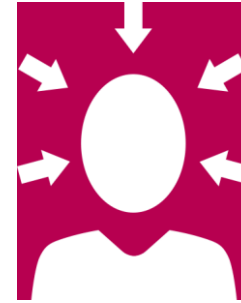
Engagement refers to the intimacy of relationship (based on trust, confidence, etc.) both **within a company** and **with its customers**.



The way a company's employees work, solve problems, and behave **is** the employee's experience – the shared culture

**"who we are"**

Functional & thriving = good



The way a company's customers interact, trust and maintain a relationship **is** the customer's experience – their brand perception

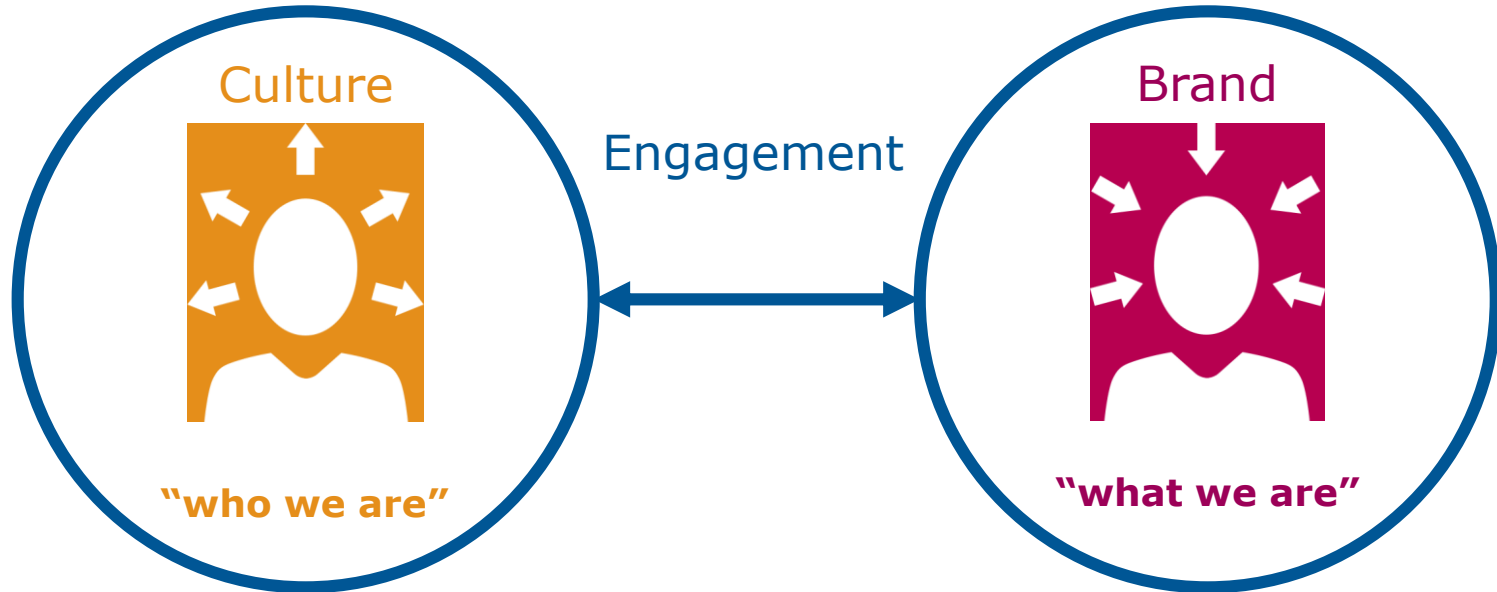
**"what we are"**

Value & trust = good

# Enterprise Engagement Defined

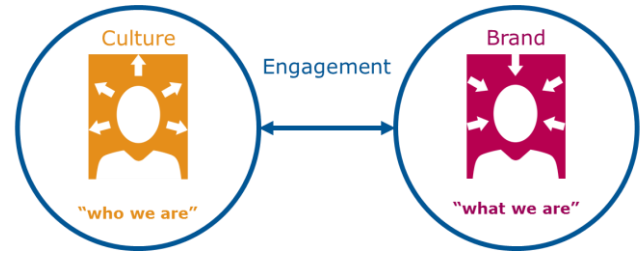
## ENGAGEMENT

When a culture (“who we are”) and a brand (“what we are”) are aligned, a connection between company and customer is formed -- engagement





# Engagement Value



## 3 key takeaways:

- 1 Engaged relationships are easier to maintain – “who we are” and “what we are” are one in the same. No “stretching” to be something you’re not, or asking customer’s to “trust” you...they already do.
- 2 Engagement is proxy for profit. Engagement is the result of a trusted relationship where a company behaves as they are anticipated to, and customer’s appreciate that with their loyalty.
- 3 Important to examine both brand and culture within the context of changing customer expectations. Engagement can decline when competitive and customer pressures to change “what we are” (brand) requires us to change “who we are” (culture).

# THANK YOU!

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**BBB to A+ BOND RATING**

(Methodist Le Bonheur Healthcare)



**Increased NET  
WORTH by 63%**



**3x the HIRING  
SUCCESS RATE  
at top  
universities  
within one year**

(Grant Thornton)

**CULTURE  
DRIVES  
RESULTS**



**95% CUSTOMER  
RETENTION**

(First Horizon, despite 2008 financial crash)



**Increased  
REVENUES by 45%**

(USAA)



**93% EMPLOYEE  
SATISFACTION**

(Miami Children's Hospital)

**40%  
improvement  
in RELIABILITY**

(UK Power Networks)



**Improved EMPLOYEE  
ENGAGEMENT by 25%**

(UK Power Networks)



**145% increase in  
EBITDA**

(Dynergy)



**100%  
increase in  
value of  
MARKET  
CAPITALIZATION**

(Piedmont Natural Gas)

# FOUR PRINCIPLES OF CULTURE SHAPING

## Purposeful Leadership

01

The senior leaders must own and lead the culture-shaping process.

Leaders cast a powerful shadow.

Must be a clear and compelling purpose.

## Personal Change

02

Unfreeze existing habits and make personal behavior change.

Understand the purpose for shaping culture.

The culture journey needs a clear "from-to."

## Broad Engagement

03

The faster the whole organization engages in the process, the higher probability the culture will shift.

Use a Leader-led process.

## Systemic Reinforcement

04

Reinforcement at individual, team and organization level.

Institutional practices, systems, performance drivers, capabilities to drive the desired culture.

# THE 7 ESSENTIAL VALUES™

## COLLABORATION AND TRUST

Creating frequent and open two-way communication with people, openness and trust among people with high levels of feedback and coaching.

## APPRECIATION/RECOGNITION

Appreciating and valuing people, and recognizing and rewarding performance.

## POSITIVE SPIRIT/VITALITY

Creating an environment where there is teamwork, mutual support and cooperation; where people are fun to be around, proud of what they do and willing to put in extra effort/go beyond the expected.

## AGILITY/INNOVATION/GROWTH

Encouraging people to innovate, create and be open to change. Empowering people and having a bias for action and an urgency to move forward.

## CUSTOMER AND QUALITY FOCUS

Having a high focus on and awareness of quality and customer service.

## ETHICS & INTEGRITY

Acting with honesty and integrity. Core values and ethics are very important and decisions are made for the greater good of the organization. Seeing healthy differences and diversity as strengths.

## PERFORMANCE ORIENTATION

Having high expectations for performance and accountability for actions and results. Being a self-starter.