

Brand Operating System

AT A GLANCE

hardy^B BRANDS

Now's your time to make it count.

Welcome to the first few key steps to helping you and your team stay accountable to your brand.

The full version of the Brand Operating System, or BOS, is designed to give you the tools and strategy resources to plan ahead and crush your goals. However, tackle the exercises here and you'll rapidly be gaining momentum in that direction.

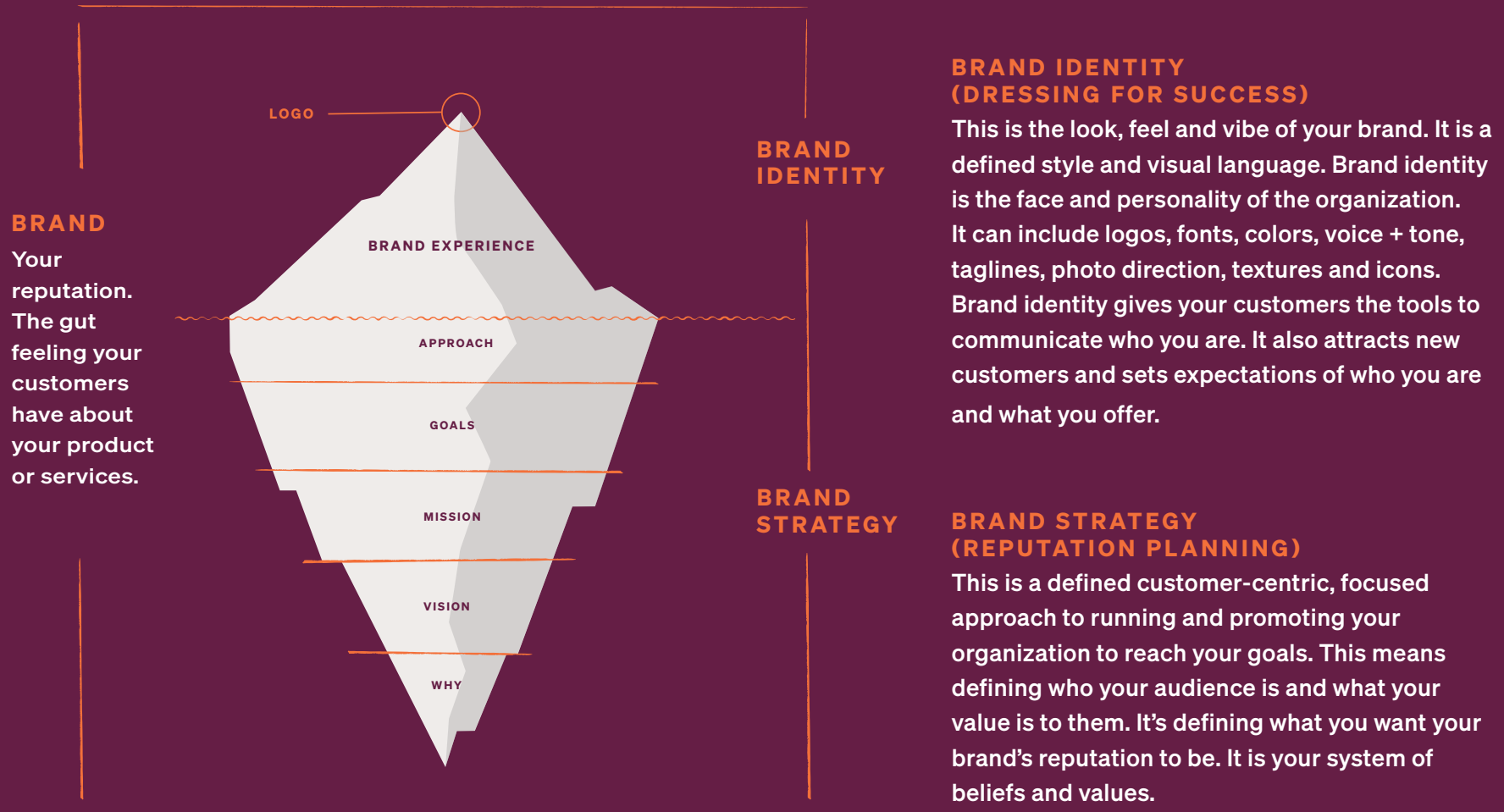
With these initial steps, we provide a:

- Basic breakdown of what makes up a brand
- Form for you to decide who is going to be in charge of these initiatives
- Simple brainstorming session to start strategizing
- Goal setting exercise so you can take action

WHAT IS BRANDING?

**Branding is
proactive
reputation
management.**

THE BREAKDOWN OF A BRAND'S ANATOMY.



Great brands are built for people by people.

Define who is in charge of the brand's reputation.

WHO IS THE CHIEF BRAND OFFICER (CBO)? THIS PERSON IS RESPONSIBLE FOR BRAND VISION AND TEAM LEADERSHIP.

Name:	Contact:
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WHO IS THE BRAND MANAGER? THIS PERSON IS RESPONSIBLE FOR BRAND ADHERENCE AND TEAM EXECUTION.

Name:	Contact:
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HINT: These are people already in leadership and management roles.

WHY DOES YOUR ORGANIZATION EXIST?

In less than three sentences, define why you exist, other than making.

WHAT IS THE FUTURE VISION FOR YOUR ORGANIZATION?

In less than three sentences, define what your company will become in 10 years?

RECOMMENDATION: This doesn't work in a bubble. What you define here should be shared with leadership, managers and your entire staff so they can help make these things true. Go one step further and define these with the help of your leadership team.

WHAT COULD YOU DO TO IMPROVE YOUR REPUTATION?

Brainstorm: List 10 things you could do in the next three months to improve your company’s reputation. Then, list the 10 things that are hurting your reputation that you need to fix.

10 THINGS TO DO

10 THINGS TO FIX

WHAT ARE THE TWO BEST THINGS YOU COULD DO IN THE NEXT THREE MONTHS FROM THE LISTS ABOVE?

Define the tasks and what success looks like. Establish an owner and a due date.

Define Task 1	Define Success	Define Task 2	Define Success
<div>Title:</div> <div>Owner:</div>	<div>Due:</div>	<div>Title:</div> <div>Owner:</div>	<div>Due:</div>

Rinse and repeat every 3 months.



If the task was not completed, it needs to be a
priority in the next three-month cycle.

BRAND STRATEGY FAQs

Q. WHAT IS BRAND STRATEGY?

A. Brand strategy includes the things you do, why you do them, who you do them for and why it matters. It is the position you take in your market. It is your approach to doing business. The purpose of brand strategy is to define all of this so your organization has focus. It is your belief system to measure all of your actions against.

Q. WHO NEEDS THIS INTERNAL INFORMATION?

A. Anyone you pay that has an impact on your customers or employees.

Q. HOW DO I KNOW IF SOMETHING IS STRATEGICALLY ON-BRAND?

A. Does the action you are taking align with the brand pillars and brand positioning? This should be a “yes” or “no.” “Maybe” is not good enough. If you are trying something, check it against your brand strategy, validate internally, execute, then validate it against your market.

Q. CAN I USE THE WORDING FROM THE POSITIONING IN THE BRAND BOOK FOR CLIENT-FACING MESSAGING?

A. No. The brand positioning is written for clarity, not customer engagement. The brand positioning is written without voice and tone. You need to pivot the language a little to be in the brand voice and tone and to make it interesting. Your internal strategy is boring to your customer.

Q. WHAT IS THE DIFFERENCE BETWEEN BRAND STRATEGY AND MARKETING?

A. The goal of marketing is to introduce people to your product or service and then sell stuff. The goal of branding is to support the people who want your stuff and grow that group of people into a tribe of loyalists that are willing to fight for your brand. Branding focuses on the payoff of a great reputation. The brand payoff is an increase in customers and their loyalty.

Q. HOW MUCH TIME AND MONEY SHOULD WE INVEST IN THIS?

A. There isn't a formula, but here are a few things to consider:

1. Lifetime Customer Value: For your organization to grow, do you need to retain customers?
2. Referrals: Is word of mouth a primary driver for new customers?
3. Perception: Do your customers make their purchase decisions based on what they think of you?
4. Trust: How important is it that your customers need to trust you?

If any of these resonate then put some resources into this. If most of these relate to the success or failure of your business then invest a significant amount of time and money into this.

Tip: if you are comfortable, it is not significant.

Q. IS THERE ANYTHING IN MY ORGANIZATION THAT THIS DOES NOT APPLY TO?

A. Nope. You need to be thinking of everything in terms of whether it will help or hurt your brand.

Q. WHAT IF I HAVE A QUESTION?

A. ASK US, THAT'S WHAT WE DO.
WE LOVE, LOVE, LOVE, HELPING PEOPLE
BY SHARING OUR KNOWLEDGE ABOUT
BRANDING.

**Remember to be the good in the world.
Your brand has the power to unite people,
improve your business and take care of
your community.**

**Give us a jingle if you
need a hand.**

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