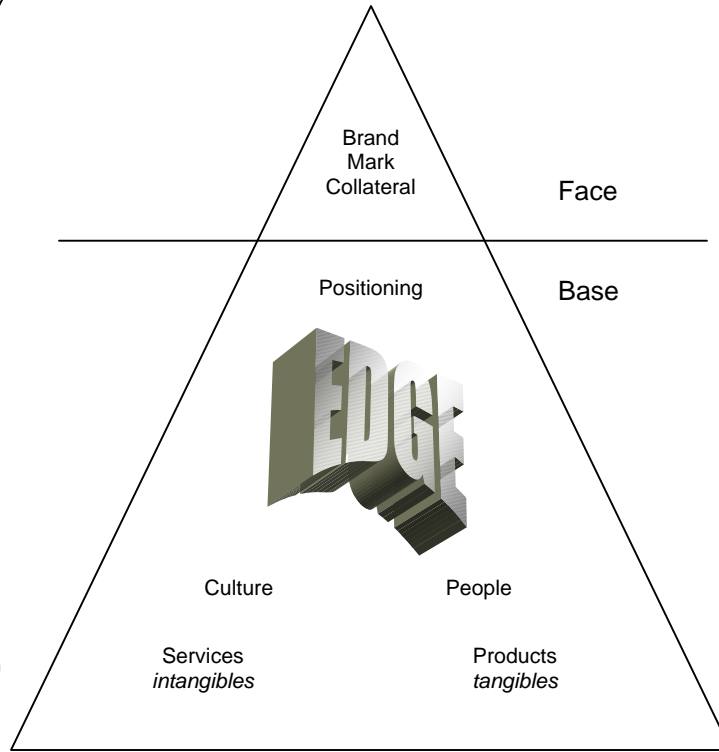


# Business

OR...  
Nonprofit / Charity



Customer Needs  
Customer Needs

Profit

A Cause

Needs Funding



### ***Performance Culture***

1. Your **BUSINESS** “Brand” (Culture) is your Market Identity
  - a. It is the message and perceptions regarding your product(s) and/or service(s)
  - b. “Branding” is deliberately developed by architecting a particular corporate environment
    - i. An architecture created to sustain a strong, consistent **Performance Culture**
  - c. Messages and perceptions of “Brand” value might be found via
    - i. Accuracy
    - ii. Ethics
    - iii. Timeliness
    - iv. Respect
    - v. Responsiveness
    - vi. Community Dedication
  
2. Your competitive **EDGE** is what differentiates you in the market
  - a. It is a company-wide belief and the demonstrated behaviors of “who we are” & “what we’re about”
  - b. The organization must be able to “sell the Brand” internally as well as “market the Brand” externally
  - c. Leadership within the organization must be able to develop and sustain a strong, consistent **Performance Culture**
  
3. Your **PROFIT** margins are driven by your Branded Edge
  - a. Employees who exhibit confidence in “who we are” and “what we’re about” *consistently* sell the margin
  - b. An inconsistent **Performance Culture** triggers inconsistent margins (can’t sell or market the “Brand”)
  
4. Your **Performance Culture** is judged by how well you meet (or exceed) **CUSTOMER NEEDS**
  - a. “Brand” value is created when the market identifies your service *intangibles* and recognizes the value
  - b. It is the value found in these service *intangibles* that *drive* your market identity and provide your Branded Edge