



Wednesday General Session #2

BUILDING AND PROTECTING YOUR "BRAND"

Cynthia C. Paul
Director
FMI Corporation

The image of your organization—all the way down to the complete satisfaction of customers—is what drives your company's brand. In this session, a renowned business consultant will outline the principal elements that drive your company image—i.e., your "brand"—and identify how safety and risk management play a role in brand identification. Applicable to both insurance and construction businesses, this presentation will explore how customer satisfaction is the key to your long-term success as an organization and show you how to build current and future customers into your brand identity.

Wednesday, November 15, 10:50 a.m.–noon



- NETWORKING
- EDUCATION
- PERSONAL GROWTH
- COMPANY BENEFIT

Take a **STEP** in the *Right* direction!

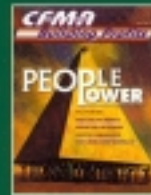
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Cynthia C. Paul
Director
FMI Corporation

Ms. Paul is a keynote speaker, presenting Wednesday's general session, "Building and Protecting Your 'Brand.'" As a corporate director, Ms. Paul guides the training and management development efforts of FMI Corporation, located in Denver, with major construction firms of the United States. Through a mixture of hands-on consulting and focused training programs, she works with contractors, manufacturers, and industry suppliers to capture the skills their organizations need to effectively compete and succeed in today's marketplace. Concentrating development efforts on key management positions generates high-value returns on the organization's invested time and resources. To achieve these results, Ms. Paul typically targets senior and midlevel managers, sales and marketing personnel, and field managers. Ms. Paul is also a highly rated instructor. Her presentation style and knowledge of subject matter make her well-known for such programs as Leadership Excellence, Construction Selling Skills, Marketing Strategies, On-the-Job Negotiating, and a variety of management development programs. Ms. Paul holds a bachelor's degree in business administration, with a minor in economics, from Fort Lewis College. She earned her master of business administration degree in finance and marketing from the University of Denver.

Notes

This file is set up for duplexed printing. Therefore, there are pages that are intentionally left blank. If you print this file, we suggest that you set your printer to duplex.

BUILDING AND PROTECTING YOUR "BRAND"

*Cynthia C. Paul
FMI Corporation*

What Is a Brand?

- ◆ A name, a logo, and all of the perceptions that go with it
- ◆ An identification for a company, its products and services
- ◆ A promise
- ◆ The people that represent the brand



Branding is ...

... a company-wide effort, not a marketing effort only!

Brand Loyalty



- ◆ A preference
- ◆ An advocate
- ◆ An attitude
- ◆ An alignment
- ◆ A default
- ◆ A defense
- ◆ A premium

Brand Positioning

- ◆ The best
- ◆ The specialist
- ◆ The fit
- ◆ The consistent
- ◆ The reliable
- ◆ The convenient
- ◆ The responsible
- ◆ The relevant



Brand Persona Exercise #1

If your company was a **car**, what kind would it be?

- ◆ What color?
- ◆ What year?
- ◆ What model?
- ◆ What condition?

Brand Persona Exercise #2

If your company was a person, what would that person be like?

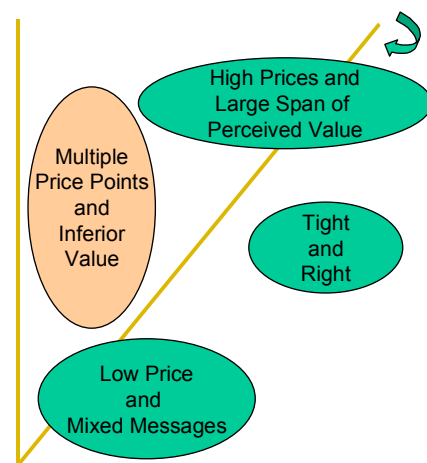
- ◆ Male or female?
- ◆ Polished or casual?
- ◆ Friendly or formal?
- ◆ Dependable?
- ◆ Innovative?
- ◆ Young or old?
- ◆ Pretentious or down-to-earth?
- ◆ Accommodating or strict?
- ◆ Serious or humorous?
- ◆ Specialist or generalist?

Brand Persona Exercise #3

If your company was a restaurant, what kind would it be?

- ◆ Buffet or full service?
- ◆ Type of food?
- ◆ Price range?
- ◆ Décor?
- ◆ What would the total dining experience be like?

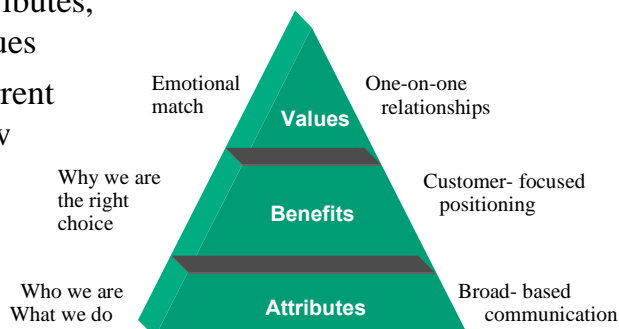
The Focus of Your Brand



- ◆ The strength of your brand is concentration of power
- ◆ Narrowing focus builds power
- ◆ Narrowing focus allows for building depth of resources and competence

Marketing Your Brand

- ◆ The battle for *mind share*
- ◆ Building from attributes, to benefits, to values
- ◆ Building from current perceptions to new realities



Common Barriers to Successful Brand Building

- ◆ Not enough customer research
- ◆ Poor understanding of the customer's business
- ◆ Cultural alignment too difficult
- ◆ Branding is long-term
- ◆ Pride in the "old" way of doing things
- ◆ Lack of buy-in and consistency
- ◆ Lack of continuity in brand management

Defining the Role of Your Brand

- ◆ Acquire the best information affordable on your brand's identity and equities
- ◆ Define the brand's role in your overall business strategy
- ◆ Determine how to best position the brand and its key platforms
- ◆ Manage brand communications across the firm
- ◆ Regularly monitor customer needs and perceptions

You Are Your Brand

- ◆ Every customer is different
- ◆ Contracts are signed by people, for companies
- ◆ Attitude drives service
- ◆ The customer is the judge
- ◆ Customers are people with needs, not buyers
- ◆ The customer needs a voice inside your firm
- ◆ Really caring creates magnetic relationships
- ◆ Solving problems gains opportunities
- ◆ Listen and learn how to innovate
- ◆ Proactive service is driven by anticipation