

## **BRANDED LEADERSHIP**

Organisations can achieve competitive advantage through following a strategic approach to leadership, namely Leadership Branding.

Branding is a cornerstone of modern marketing and focuses on the distinctive identity and expectations of a product, service, and company that differentiates to customers in its chosen markets, from competition, to influence buying behaviour, and assist create brand equity and business value. Extensive use is made of the psychological aspects of cognition (mental associations) and emotions to form the foundation of a brand that influences the consumer's choice. Brand identity comprises a combination of brand essence, the 'glue' that connects and drives a value proposition of functional or tangible, emotional and self expressive benefits that promotes and establishes a relationship with the customer.

The "age of identity" highlights the need for leaders of organisations to look beyond conventional strategy and consider whether the deeper aspect of an organisation's identity can assist sustain competitiveness in an increasingly complex global business environment. This identity theme comprises multiple anchors such as values and beliefs, core business, people characteristics, knowledge base, operating philosophy, nationality, a legendary founder, governance structure, or a combination of these. Leaders need to establish whether the organisation's identity is an asset that can be leveraged for positive change or a liability that must be addressed to avoid being compromised by the competition.

### **What is your organisation's leadership brand ?**

A Leadership Brand concerns the identity of an organisation's leaders that enables and balances customer expectations, and employee and organization behavior. This identity can be developed and leveraged for competitive advantage and enhanced organization value. This is built on the key dimensions that all leaders need to demonstrate competence and the unique leadership differentiator to customers, investors and the community. An organisation's leadership brand considers a measured "outside-in" approach across five stakeholders:

- Customers
- Investors
- Community
- Staff
- Organisation

The following diagram reflects the process that we follow working with clients to define, develop, align and implement Branded Leadership.

