



Branding GenuineContact way

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WHY BRANDING?

“Branding is directing how other people think and feel about you.” (Brand the Change, 2017)

If we don't frame how the Genuine Contact Way wants to be thought of, others will frame it as they see fit

BRAND POSITION ON PEOPLE'S MINDS

I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABNAMRO

HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



ABN AMRO experts in
investments, not what I'm looking
for right now

HSBC: high-end, out of my
reach

BNP Paribas: large & old
fashioned

ING Direct: online,
easy, for all



no negative reviews
found online

wasn't there
a scandal in 2008?
let me check...

Judy uses them

billboards in town
recently



YEP,
LET'S GO FOR
ING DIRECT

I PREFER ING DIRECT,
WHAT DO I KNOW
ABOUT THEM?



(Brand the change, 2017)

Internally, a brand supports purpose, is a compass for direction and one filter in decision making. Branding is choosing. The brand can not be everything to everyone. If the brand tries to be everything to everyone it ends up being nothing to nobody.

STRONG BRAND

- Should yield good business
- Creates more and longer interactions with your audience.
- Builds more loyalty, referrals and repeat business
- Helps attract the best people
- Helps attract great strategic partnerships

I want these people to contact Genuine Contact Way!

If Your Team Has a High Turnover Rate, It's Time to Re-Evaluate

No one wins when there's constant employee turnover. Luckily, there are a few things you can do to mitigate this pervasive problem.



BY **LESLEY PYLE** • SEP 13, 2022

Opinions expressed by Entrepreneur contributors are their own.

When you're in the early stages of business, it can be tempting to try

to save money by [hiring as few employees as possible](#) and paying them less than they deserve in order to keep your overheads low.

^ ~~ever, there are several~~ reasons

Here's Why So Many Companies Are Losing Employees Shortly After Onboarding

In today's business environment, no industry is safe from the extraordinarily expensive problems of talent turnover. Here's why — and how leaders can keep employees engaged and committed.



BY **CHRISTOPHER ALLEN** • OCT 24, 2022

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Has America lost the will to work, or have organizations lost the will to connect with talent? Today's

^ ~~less leaders are faced with~~

High employee turnover damaging company culture, research suggests

Experts warn that despite the discomfort, organisations need to understand the reasons behind significant staff attrition

by Yoana Cholteeva | 10 August 2022



WHAT TO DO NOW?!

We are on a journey to clarify the brand vision and brand mission for the Genuine Contact Way.

Let's check out some examples...


How does the brand vision and mission connect?

headspace health. 

Our vision


A world where everyone is kind to their mind




headspace health. 

Our mission

Transform mental healthcare to improve the health and happiness of the world

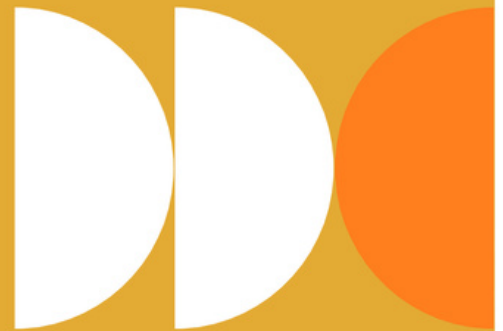


headspace health. 


Our values

Diversity, Equity, Inclusion, & Belonging

Diversity, Equity, Inclusion, and Belonging is at the heart of our mission to improve the health and happiness of the world. With a commitment to DEIB as our guide, we provide culturally competent care and inclusive products for our members and continue to build a workplace where everyone belongs.




How does the brand vision and mission connect?

headspace health. 

What we do


We've created the world's most comprehensive and accessible mental healthcare platform, offering mindfulness and meditation tools rooted in science, plus coaching, therapy, and psychiatry for every mind at any moment.

Who we are

 **headspace**

Everyday meditation and mindfulness content for stress, sleep, focus, movement, and more.


[Visit Headspace.com](https://www.headspace.com) ↗

headspace health. 

ginger

On-demand mental health support through coaching, therapy, psychiatry, and self-care resources.

[Visit Ginger.com](https://www.ginger.com) ↗

 **headspace** for Work

A mindfulness-based mental health benefit to help unlock your team's full potential.

[Visit Headspace.com/work](https://www.headspace.com/work) ↗

TIPS FOR BRAND VISION

Brand vision, everything starts from here!

For people to follow the Genuine Contact Way, we must understand the vision that the Genuine Cotact Way provides for people, what the opportunity is. If we want to lead change, we have to be able to paint people a picture of where we want to take them.



BRANDING **GENUINE CONTACT WAY**

Solarcity wants to see a world where renewable energy is cheaper than fossil fuels.

ColorOfChange wants to see a US where all Americans are represented, served and protected regardless of race or class.

Habitat for Humanity is working towards a world where everyone has a decent place to live.

Creative Commons seeks to realize the full potential of the Internet- universal access to research and education, full participation in culture- to drive a new era of development, growth, and productivity.

Designathon Works is striving for a world where all children's creativity is cultivated to use technology for a better world.

SpaceX wants to see 1 million people on Mars.

TIPS FOR BRAND MISSION

A mission describes what you do to work towards your idea for change. The simpler and more memorable the mission is, it will provide the more clearly to people.

People wants to know exactly what the Genuine Contact Way can accomplish.



Keep it short!

Professionals recommend mission statements should never be longer than eight words. Potential clients are not interested in a bunch of jargon. They want to know exactly what we are trying to accomplish. Cut to the chase with a simple eight word formula : a verb, a target population, and an outcome that implies something to measure, in eight words or less.

'Rehabilitate coral reefs in the Western Pacific'

'Prevent mother-child transmission of HIV in Africa'

'get Zambian farmers out of poverty'

BRANDING **GENUINE CONTACT WAY**

Google intends to organize the world's information and make it universally accessible and useful.

GirlEffect works to change the world for girls, so girls can change the world.

SolarCity aims to accelerate mass adoption of sustainable energy.

ClientEarth mobilises activist lawyers committed to securing a healthy planet.

The school of Life is devoted to developing emotional intelligence, offering a variety of programs and services concerned with how to live wisely and well.

Patagonia seeks to build the best products while causing no unnecessary harm and using its business to inspire and implement change.

BRANDING **GENUINE CONTACT WAY**

Space X revolutionizes space technology, with the ultimate goal of enabling people to live on other planets.

Factory45 is fighting fast fashion one entrepreneur at a time.

Nest reinvents unloved but important house products.

MD Anderson Cancer Center is working to eradicate cancer.

ColorOfChange is strengthening black America's political voice using the Internet. The movement keeps members informed and gives them ways to act on pressing issues facing black people in America.

Acumen raises charitable donations to invest in companies, leaders, and ideas that are changing the way the world tackles poverty.

BRAND THE WAY, GC WAY

BrandOwls

To be continued