

the room sprint, where are not staring at each other. their eyes on the prize — the left or right, it will only why racing horses wear dedicated to what's ahead of

peripheral vision. They can "Do I have company?" or "Is there a gap?" to decide how to run the rest of the race (all in a matter of

or brand manager, you have your competitors to help you. Your customers should be consistently listen to them and will take care of your

your customers, they will select you're not so worried about have your loyal clan and

job is no longer for life, as the workforce becomes more diverse. We all want our work to work well for us! Not just the other way around. For many, your occupation is a form of self-expression — it is part of who you are. This is why a strong physical brand identity can recruit the perfect team for your workplace. It makes sense to cultivate a sense of branding within the workplace.



We like to "be more Olympian", but we're no strangers to competition research. We've been at the receiving end of awkward questioning. Yes, another agency asked for our yearly turnover target at a networking event. We were astonished — firstly it's uncouth in Britain to discuss financials — did they think we were going to divulge our details to strangers? The sharing of commercially sensitive information with competitors is risky business. It can reduce the incentive to compete, to the detriment of customers in the long run.

At the discovery stage of a project, we will usually ask businesses about their aspirations. We'll list the brands they admire and ones they don't. However, if someone has met with content, they are more likely to be listening to others and they will be more likely to be listening to others.

The Brand Power Manifesto

branding brilliance for female entrepreneurs

Abigail & Chloe Baldwin

If you still find you're struggling to drum up custom, it might not be price-related or your lack of diversity. The reason could be in your lack of distinction. You may have the credibility, but you're not displaying it properly. If you still find you're struggling to drum up custom, it might not be price-related or your lack of diversity. The reason could be in your lack of distinction. You may have the credibility, but you're not displaying it properly.

much you like to your heart's content. Although, I don't hear yourself boasting "I have twenty years experience", pause for a moment. You remember you were once a naive expert too.

Other examples of brand values could include "we value honesty", "we prioritise families" or "we respect our teammates".

A brand helps you to visualise success, and what it may mean to you (and or your business). Sometimes, it can feel overwhelming to take a blank page and express what success means, as it means so many different things at different stages of our lives. Priorities can change, and that's OK. Still, considering a mission and vision can make things feel more achievable. It provides structure.

YOUR EXPERTISE

Ten, twenty, thirty (or more) years of experience. It's something many collaborators claim. We respect the wisdom which follows from decades of practice. However, don't let it dishearten you if you're still a sapling. Experience ain't all it's cracked up to be!

When you watch Olympians looking? They're certainly not their lane and keep their eyes they glance to the left or right, one reason why racing horses dedicated to what's ahead of

Instead, sprinters can use their remain focused whilst assessing there a gap? They are then at their race (all in a matter of

Fortunately, as a business owner more time. You can analyse the overall field, yet it's the customer attention to. If you can consider problems, then they will take care are always at the heart, they will Suddenly, you're not so worried You have your loyal clan and



boast decades of experience being taken seriously. In fact,

The Walt Disney Company has "naive expert" to creative, development Centre, 2018). These ingenious on the topic of interest, so are thinking. They ask the stupid, ask. They are able to suggest cluelessness. This courage is a Innovation helps an organisation offerings.

This shortage of experience in decision making. The lack of turn, you are able to achieve past occurrences. After all, you cannot be troubled by what is shines through. This youthful it before you lose it.

In time, this enthusiasm turns tables have turned. You can