

Brand essence & positioning

Saying what you do

**Share knowledge** internally so that everyone can talk consistently and passionately about the business

Every bit of content on your **website** should reinforce your distinctiveness, either implicitly or explicitly

**Bids & tenders** need to tell a consistent story about how you're distinctive and what it means to clients

**Marketing materials** need to be consistent with what you say on your website and in your bids & tenders

**Coach people** on how to tell the firm story in a relevant & tailored way for specific sectors, practices and markets

**Thought leadership** should look to the future, share your point of view about key issues & link to your brand essence & positioning

Focus **directory & award submissions** on case studies & examples that support your brand essence & positioning

Doing what you say

Define a set of **values** and behaviours to act as a guide for people so they know what's expected of them

Deliver a great **client & people experience** that's distinctive to you & reflects your brand essence & positioning

Align **performance & reward** to values and behaviours so that people can see a link between the two

Ensure your **visual identity** reflects how your brand essence & positioning through your imagery, logo & colour scheme

Develop a consistent language & **tone of voice** that's used in all of your internal and external materials

Make your **buildings & offices** look consistent & reflect your brand essence - so clients & prospects always know who they're with

Collect regular **client feedback** to check that you're delivering on your promise & doing what you say you will