

What distinctive firms do

How well we do it

- 1 Have a clear, measurable vision & strategy they follow to achieve it

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- 2 Define a brand essence that clearly reflects the DNA of their business

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- 3 Use bold positioning to influence what people think when they hear their name

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- 4 Follow a business purpose that explains what they help their clients achieve

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- 5 Embed authentic values that reflect their brand essence & positioning

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- 6 Communicate a set of relevant & distinctive marketing messages - consistently

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- 7 Own a visual identity that reflects their brand essence & positioning

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- 8 Use a consistent tone of voice in all written & verbal communications

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- 9 Coach people on how to tell the firm story tailored to specific markets

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- 10 Produce persuasive pitches that focus on the client, not the firm

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- 11 Focus external & internal comms on their brand essence, strategy & positioning

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- 12 Deliver a distinctive client & people experience that reflects their brand essence

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- 13 Listen to their clients & people to check they're delivering the intended experience

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