

Brand and Culture Alignment

Unlocking Organisational Success

This process is designed for brand leadership and culture stakeholders in companies aiming to align brand essence with organisational culture. We guide you through a comprehensive journey that includes workshops, research activities, and strategic planning sessions. Our approach helps unlock your brand essence, reaffirm company values, conduct in-depth brand research, and develop a tailored roadmap to effectively align brand and culture.

Step 1:

Unlock
**Brand
Essence**

Uncover the core essence of your brand using the LEGO® SERIOUS PLAY® method.

Approach:

- Guided LEGO® SERIOUS PLAY® session focusing on exploring individual perceptions of the brand, its values, and unique attributes.
- Group discussion and synthesis to identify common themes and insights.
- Capturing key findings and insights for further analysis.

Step 2:

Conduct
**Brand
Research**

Gather diverse perspectives on the brand from employees, partners, board members, and clients.

Approach:

- Develop a comprehensive questionnaire covering aspects such as brand perception, alignment with company values, and areas for improvement.
- Distribute the questionnaire to up to 50 selected stakeholders.
- Collect and analyse the responses to identify patterns, discrepancies, and areas of alignment or misalignment.

Step 3:

Reaffirm
**Company
Values**

Ensure alignment between the brand essence and company values.

Approach:

- Workshop with key stakeholders to review research results, revisit and reaffirm the existing company values.
- Facilitate discussions to explore the relationship between these values and the brand essence identified in the previous workshop.
- Identify any gaps or inconsistencies and refine the values accordingly to better align with the brand essence.

Step 4:

Roadmap for
Alignment

Develop a strategic roadmap for aligning brand and culture.

Approach:

- Facilitate collaborative sessions with cross-functional teams to create an action plan.
- Define clear goals, timelines, and responsibilities for each initiative.
- Develop metrics and mechanisms for monitoring progress and measuring success.
- Provide guidance on integrating the roadmap into existing organisational processes to ensure sustained alignment between brand and culture.