

# What is your Unique Promise of Leadership?



“ You have achieved excellence as a leader when people follow you everywhere, if only out of curiosity.

—Colin Powell



## **The Unique Promise of Leadership is a methodology developed to clarify a brand's communication process in order to achieve financial success.**

The traditional is no longer the memorable. Describing a brand, product or service has accelerated far beyond mere words, becoming largely a visually driven, interactive experience aimed at enticing consumers.

Your brand is the product, service or entertainment your company sells and distributes. Your company's financial strength is directly determined by the strength of your brand and your brand's strength is determined by how your Unique

Promise of Leadership is conveyed and accepted by your customers. Their perception of your brand's value directly represents the financial value of your company.

Leadership for a global audience is the way a company must think. The ZANZICO Agency believes that in order for a brand to be successful, it can no longer simply describe products or services as being the best. The best is expected. Your brand must connect with the customer on a personal level—

blending the values associated with the concepts of the Unique Promise of Leadership into the many ways your brand expresses itself and speaks with customers.

How will your brand meet the customers' needs? Will your

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customers, suppliers, partners and consumers follow you? Do they trust your promise and feel loyalty toward your brand? In your brand's heartbeat, is there focus toward the one clear unique promise?

The ZANZICO Agency has developed the Unique Promise of Leadership process. The process helps

companies define the leadership communication for their brands and the appropriate actions necessary for successful, profitable results. The Unique Promise of Leadership is a methodology developed to clarify a brand's communication process in order to achieve financial success. The process embraces new technology and marketing methods to clearly communicate leadership for your brand, while utilizing your financial resources in the most efficient and effective manner.

A brand cannot communicate its Unique Promise of Leadership without solid financial planning to achieve its goals. Many companies budget their financial planning without any concern about the brand's Unique Promise of Leadership. If a company does not have clarity in its leadership promise, how can it determine where to place its budgetary resources? A lack of clear and concise communication results in dilution of a brand's financial results.

### **The Unique Promise of Leadership is a Five-Step Approach:**

1. Searching for your Unique Promise of Leadership
2. Identifying your Unique Promise of Leadership
3. Defining your Unique Promise of Leadership
4. Building upon your Unique Promise of Leadership
5. Communicating your Unique Promise of Leadership

To provide a better understanding of the process, the five steps are outlined below:

#### **1. Searching for your Unique Promise of Leadership**

Step one is to clearly identify, through a survey process,

your brand's current communication with top management.

Uncovering your Unique Promise of Leadership is not a complicated process. All the ingredients are within your organization. Nevertheless, there has to be an honest, dispassionate and rigorous search to examine your brand's passion, energy and state of mind. It is an examination of how you bring your unique attributes and vision to existing customers and prospects.

It is said that it takes a strong company to be honest with itself and to clearly understand its strengths and weaknesses. Self-examination is essential to successful communication and brand leadership. Too often, top management listens to presentations from marketing companies that do not understand their business. They are only trying to sell you a campaign or marketing promotion. The Unique Promise of Leadership is a long-term commitment to a consistent strategy to achieve financial success.

At the end of this fact-finding exercise, you will clearly understand your company's internal communication and perception of your brand.

#### **2. Identifying your Unique Promise of Leadership**

Step two closely analyzes and examines your company's communication. This examination centers on a promise and not on the product. Promise-centric marketing focuses on how your product or service makes consumers successful or enhances their lives in a vital way.

A company must identify its brand's core promise. Clear data provides a basis for offensive planning, which is the most effective approach to finding your promise of leadership, and shifting from being product-centric to promise-centric.

In a product-centric environment, when you add features to your product or service, competitors can unilaterally match those features. Price, service and performance strategies are easily copied.

Good products and services are only an admission ticket in today's marketplace; they carry no guarantee of success. On the other hand, a Unique Promise of Leadership is the one thing that your competitors cannot match. No two companies are alike, even for those that are in the same industry, selling similar products.

Planning moves you toward success based upon your company's strengths. Every company must develop effective defensive and offensive strategies. Along with the massive changes in technology and communications have come advancements in the strategic understanding of the need to

control and manage the flow of information. Part of offensive planning is identifying appropriate media platforms to meet your objectives.

Kel Smith, President of The ZANZICO Agency, states, “Companies have to be smart with their financial resources for brand development. The communication process must be clear and concise so the marketing dollars are allocated and used efficiently. We are constantly surprised at the number of companies who are arbitrarily spending brand marketing budgets with no real focus on their long-term promise of leadership.”

### 3. Deciding on your Unique Promise of Leadership

Step three is to work with your top management to articulate a Unique Promise of Leadership that defines your company’s culture.

Your company’s passion, energy and state of mind are the Unique Promise of Leadership that you bring to your customers and prospects. No other company possesses these exact characteristics and attributes. It is a statement of leadership that is personal to your company, brands and its customers; it will help to make your customers successful in achieving their goals, and only you can deliver it.

In Step (1) we conducted a rigorous examination of the elements that make up your vision’s uniqueness and examined the methods of how customers can gain trust through genuine human experiences. In Step (2) we assessed the results of that examination and identified your brand’s core promise, or promises, and human experiences that can help customers gain trust in your promise. Armed with this data, we also were able to measure your brand’s real passion, energy and state of mind. Taking an offensive planning approach, we played some “what if” games. Here in Step (3), it is time to make a decision and to remember that a unique promise is not a description of services. It is a promise of leadership and a vision that has the ability to make your key customers more successful.

Your Unique Promise of Leadership must be emotional and charismatic, as well as successful in cutting through the marketing clutter that is so prevalent in your industry and today’s marketplace. Your brand’s Unique Promise of Leadership will reach your customers on a personal level with strength through humility, simplicity and clarity.

#### The Unique Promise of Leadership

More than likely, at this point we have found that your

brand has a number of options regarding its Unique Promise of Leadership. Your selection is very important because, in the end, it will financially impact your company. Whatever promise you choose, make certain that your brand is naturally moving toward achieving the promise and thriving in this way. Is the brand’s culture and state of mind on the move to one common Unique Promise of Leadership? Does the whole organization communicate the same passion and energy?

Finally, is your promise to customers and partners single-focused so that it can be understood across all lines of communication? Is there a continuing focus toward the one, clear Unique Promise of Leadership? Can it be sustained over time and through growth?

#### A Brand with a Promise

Maytag Company serves as an excellent example of a brand with a good and trustworthy Unique Promise of Leadership. In 1975, Maytag was number 12 in the home laundry category. After some examination, its managers decided to focus on the promise of reliability. Maytag designers and engineers began making decisions that led to greater reliability. Feedback from the quality control and service departments drove decisions about pumps, switches, bearings, etc. Suppliers were selected based on the value their products and services added to reliability. The factory managers instituted improved assembly and inspection procedures.

In communicating its vision, Maytag treated its Unique Promise of Leadership like a living idea that thrived as its people at all levels and in all sectors committed and collectively contributed to its care.

A brand and its managers must all exhibit commitment and a certain mental toughness that are

always inspired by the original vision of its Unique Promise of Leadership. That vision is to keep the promise alive and healthy. Such a vision must continually be inspired in every employee and every member of the marketing team and sales force.

When every unit of your brand becomes centered on your promise of leadership and stays centered on it, you have formed a leadership mentality. You will be better at attracting and keeping customers. You will have a better platform for

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launching new products. You will have better relationships with your channel partners.

Finally, your employees will be more satisfied and the best people will want to work for your brand.

“The Unique Promise of Leadership will become the culture of your brand because it is derived from the essence of who you are as an organization,” says John Maskell, Creative Director of The ZANZICO Agency.

#### 4. Building your Unique Promise of Leadership

It is now time to write a full and comprehensive financial and communication plan to bring a cohesive strategy to your leadership promise.

“There should be a creative logic and consistent communication in everything you do to support and nurture your Unique Promise of Leadership,” says Bob Nunnenkamp, Director of Business Development at The ZANZICO Agency.

There are two major constituencies making up the majority of the target audience: employees and customers. Your employees’ understanding and commitment to the company’s Unique Promise of Leadership is critical to the execution of your plan and the effectiveness of any external communication campaigns. Ultimately, your employees will execute the company’s business plan through the understanding of the company’s vision.

Your Unique Promise of Leadership document is the critical piece they need to read and understand because you may need to adjust certain policies to ensure the integrity of your leadership promise.

Externally, you have customers, vendors, suppliers, governments and, of course, the public at large. Your Unique Promise of Leadership will provide your customers and consumers a clear vision on how you will help make them successful. This process will help lead them to success versus the hard selling of features and benefits.

The Unique Promise of Leadership affirms your vision and mission, drives transformational initiatives, issues a call to action, reinforces your capabilities, underscores your brand’s strengths, creates an environment where motivation can flourish, and promotes your products and services by affirming their linkage to your vision.

#### 5. Communicating your Unique Promise of Leadership

In step five, we execute the plan.

When does the communication begin? It begins at the moment of decision and continues throughout the entire creation and delivery process.

Great communication is made from strong beliefs and inspired by a clear vision. Steps (1) through (4) guided you through the creative and intellectual processes needed to reach this point.

Kel Smith, President of The ZANZICO Agency says, “The core purpose of your Unique Promise of Leadership is to achieve financial success through clear communication. This clear communication will help your organization know where to invest its resources and time to achieve successful results.”

It is now time to execute the plan for financial results. This will require a consistency and dedication to your message across all lines of communication. Because it becomes the culture of your brand, it will not change and, over time, it will grow with energy and passion to successful results.

#### Conclusion

The charge is for Vision and Leadership. Communication is your tool. The Unique Promise of Leadership is the process to get you there. Executed effectively, the process achieves increased focus and clarity of purpose for the entire organization on three levels.

1) Strategically, the Unique Promise of Leadership not only directs your client communications, but it also makes the development of complementary strategies a simple process as the organization attempts to add further ways to demonstrate commitment to the promise.

2) Operationally, your managers begin to understand what processes and workflows facilitate the promise and which ones have become obstacles to the differentiation of your leadership promise.

3) On a transactional basis, your people begin to understand how important each interaction with the customer is for the unique promise to live. Expectations become crystal clear. As a result, you realize that the Unique Promise of Leadership has transformed the culture of your company.

What is your brand’s Unique Promise of Leadership? If you cannot clearly answer that question, we can help.

*The Unique Promise of Leadership for brand development is the property of The ZANZICO Agency. The ZANZICO Agency is an organization passionate for marketing and creativity in the digital world. The agency is focused on helping companies achieve their leadership communication for financial success. For more details visit [www.zanzico.com](http://www.zanzico.com) or [www.zanzico.com/showcase](http://www.zanzico.com/showcase).*

