BRAND: Vocabulary and Personality
BRAND: Vocabulary/Personality
BRAND: Vocabulary/Personality
BRAND: Vocabulary/Personality

VISION
MISSION
VALUES
OBJECTIVES

PURPOSE
BRAND: Vocabulary/Personality
### BRAND DECK: Who are you?

<table>
<thead>
<tr>
<th>Fun</th>
<th>Serious</th>
<th>Humble</th>
<th>Proud</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vibrant</td>
<td>Subtle</td>
<td>Radical</td>
<td>Rational</td>
</tr>
<tr>
<td>Casual</td>
<td>Formal</td>
<td>Graceful</td>
<td>Rugged</td>
</tr>
<tr>
<td>Relaxed</td>
<td>Disciplined</td>
<td>Momentous</td>
<td>Everyday</td>
</tr>
<tr>
<td>Welcoming</td>
<td>Reserved</td>
<td>Clever</td>
<td>Sincere</td>
</tr>
<tr>
<td>Curious</td>
<td>Certain</td>
<td>Futuristic</td>
<td>Nostalgic</td>
</tr>
<tr>
<td>Cheeky</td>
<td>Respectful</td>
<td>Glamorous</td>
<td>Austere</td>
</tr>
<tr>
<td>Emotional</td>
<td>Analytical</td>
<td>Small</td>
<td>Big</td>
</tr>
</tbody>
</table>
BRAND: Message
The Neuropsychology of Influence and Decision-Making

A REPORT ON THE SCIENTIFICALLY-INFORMED UNDERSTANDING OF CLIENT DECISION-MAKING BEHAVIOR

PREPARED BY:
JONROBERT TARTAGLIONE, INFLUENCE 51

DO NOT TOUCH THE ART
The Only __________________
That __________________
For __________________
At (in) __________________
Who want ________________
In an era of ________________
The Only Planning, Architecture and Development Partner --- Adventurous enough to bring passion projects to life. For imaginative building owners, developers and franchise owners who want a partner to develop, design and build their vision.
At [Firm Name], we approach development holistically bringing passion and vision to life through development and design. We seek building owners, developers, and franchise owners who have a distinct vision of their future a long-term, reliable, experienced and committed partner who will bring their vision to reality.
The Only ________________
That ________________
For ________________
At (in) ________________
Who want ________________
In an era of ________________
[Firm Name] is a consulting and design firm serving central Texas, specializing in sustainability and architectural planning.

[FIRM NAME] was established in YEAR by FOUNDER’S NAME to provide an integrated sustainable approach to building design and development. In January 2013, [FIRM NAME] expanded the services of the company to include full architectural design and construction administration. [FIRM NAME] provides innovative and environmentally responsible architectural design and sustainability services to the commercial, educational, non-profit, residential, and institutional community. From the design charrette through owner occupancy, [FIRM NAME] works closely with the project team members to establish visions and goals, provide guidance, documentation support, and policy modification for multiple project types. We are dedicated to the success of each and every project, and we understand the importance of a collaborative relationship to attain that success. Our goal is to establish and maintain exceptional customer relations
[FIRM NAME] provides innovative architectural design and sustainability services to communities, agencies, and clients that drive policy change for a better, more holistic approach to development, design and construction.
The Only ___________________
That ___________________
For ___________________
At (in) ___________________
Who want ___________________
In an era of ___________________
BRAND: Message

SPEAK THEIR LANGUAGE

CONNECT WITH THEM VISCERALLY

CREATE AN ACTION/ENGAGEMENT
BRAND: Experience

Client and Employee Experiences define the brand. Brand defines the experience.
32% of all customers would stop doing business with a brand they loved after one bad experience.

The Future of CX Report

PricewaterhouseCoopers
BRAND: Experience

WHY CUSTOMER EXPERIENCE MATTERS
NUMBERS DON`T LIE

To win a new customer is **6-7 times** more expensive than to keep a current one.

Loyal customers are worth up to **10 times** as much as their first purchase.

It takes **12** positive experiences to make up for one **negative**.

78% of customers won`t purchase again after a poor service.

A bad service reaches more than **twice** as many ears as praise for a good service.

*White House Office of Consumer Affairs*

*"Understanding Customers" by Ruby Hewitt-Legner*

*American Express Survey, 2011*
<table>
<thead>
<tr>
<th>Tool</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empathy Mapping</td>
<td>Persona</td>
</tr>
<tr>
<td>Journey Mapping</td>
<td>Process</td>
</tr>
</tbody>
</table>
CLIENT EXPERIENCE MAP

FIRM/CLIENT ACTIVITY: Various activities or moments of interaction between firm and client.

TOUCHPOINTS: How the firm interacts with the client. Determine if it is a positive or negative experience with a higher point being a positive experience vs. a lower point which needs work.

ACTIONS: What is happening during a particular activity.

QUESTIONS: What is being asked by the client during each phase?

RECOMMENDATIONS: Low-hanging examples of how to improve client’s experience based on info collected.
<table>
<thead>
<tr>
<th>EXAMPLE CLIENT EMPATHY MAPPING</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>ENTER “Sales/RFP/Interview”</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your client asking?</td>
<td>The relationship has started/ become a business transaction.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THINKING</th>
<th>ENGAGE “Project Delivery”</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is weighing on your client’s mind?</td>
<td>The client is now immersed in the experience of working with your firm.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FEELING</th>
<th>EXIT “Project Closeout”</th>
</tr>
</thead>
<tbody>
<tr>
<td>How does the client feel and why?</td>
<td>The phase in which the relationship with the client is wrapping up.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAYING</th>
<th>EXTEND “Where did you go?”</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your client saying (not asking)?</td>
<td>The client reflects on their experience and engages in post-project discussions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DOING</th>
<th>ACTION(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are your client’s actions/activities?</td>
<td>What can your firm do to help with the above?</td>
</tr>
</tbody>
</table>
BRAND: Experience

INITIAL CX

1. AWARENESS
2. ENGAGEMENT
3. PERCEPTION
4. ACTION

Long-Term CX

1. ENGAGEMENT
2. ACTION

BRAND EXPERIENCE
QUESTIONS?

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