

World Values Day Conference London 20th October 2016

Values in Brand

Alan Williams, SERVICEBRAND GLOBAL Ltd



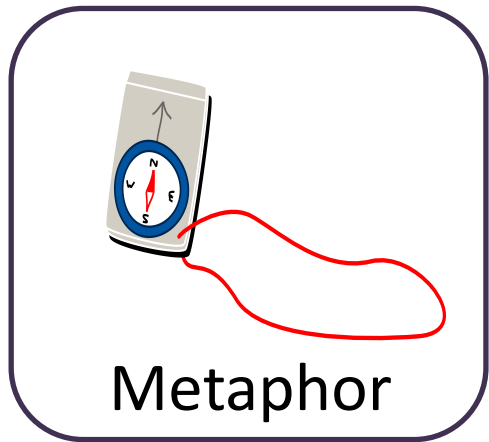
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Values in Brand

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Shhhhhhh.....

The Values Economy is here



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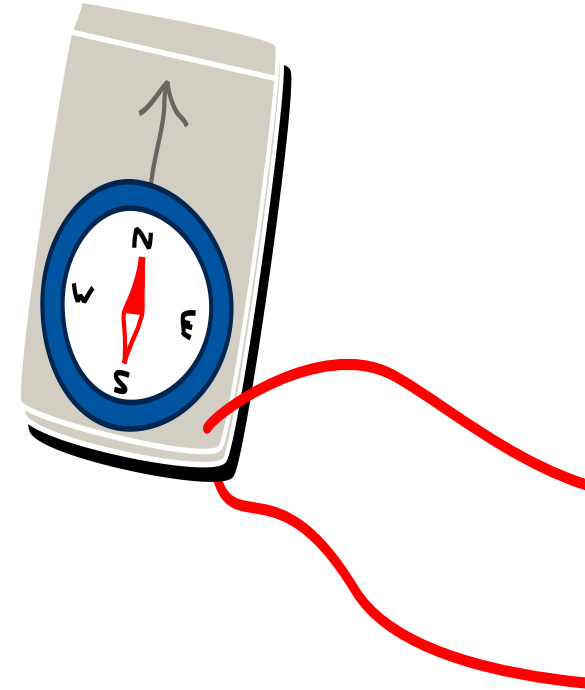
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Let's Point North



The bottom line

Employees are the organisation – behaviour needs to represent the organisation's Values.....especially leaders



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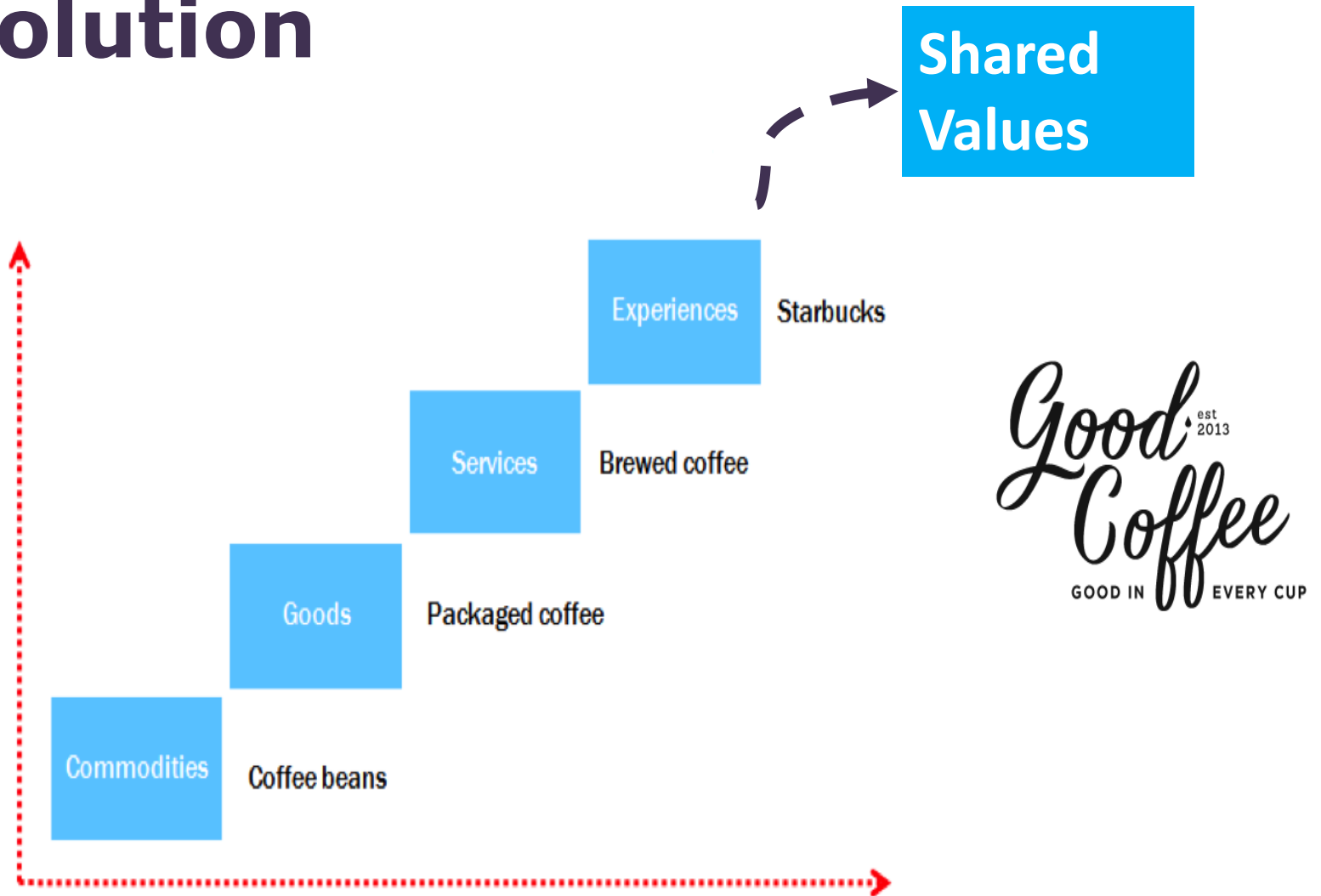
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Evolution



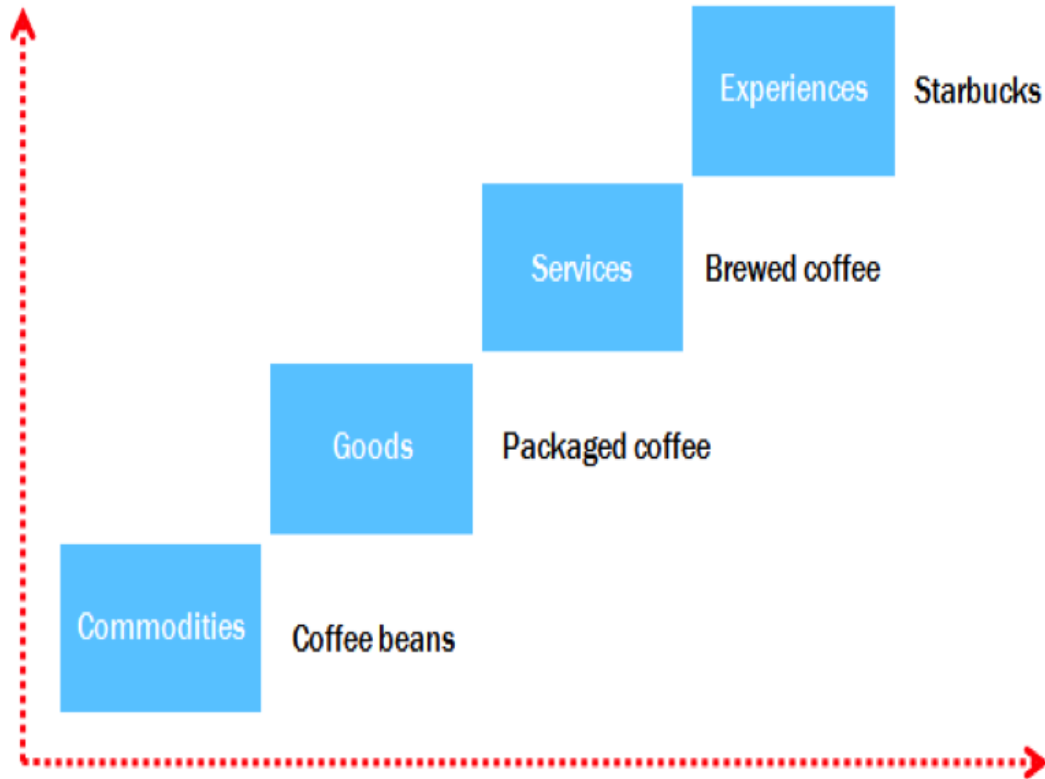
Based on the work of Joseph Pine and James Gilmore in "The Experience Economy"



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The Values Economy

Shared Values



Based on the work of Joseph Pine and James Gilmore in "The Experience Economy"



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Values

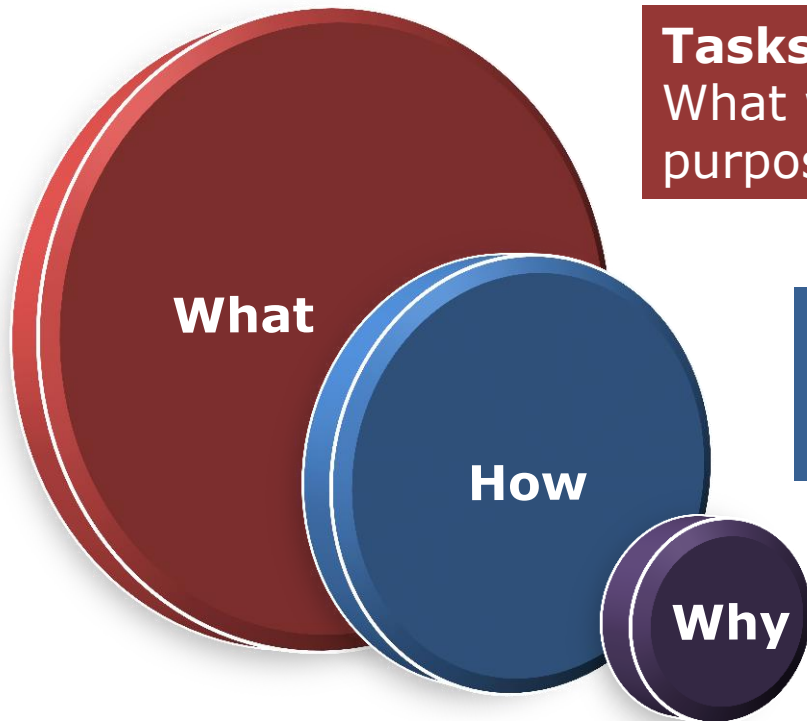


Chapter 2
Values



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The V word: who says values matter?



Tasks and deliverables

What we expect people to do to deliver the purpose and ambition of the organisation

Values

The way that the purpose and ambition is achieved - behaviour

Vision

Purpose and ambition

[Simon Sinek: How great leaders inspire action](#)

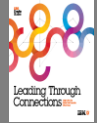
The Bottom Line

The why and how is what engages people emotionally



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The V word: who says values matter?



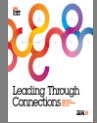
IBM CEO Study, May 2012
Face-to-face conversations with
more than 1,700 chief executive officers
64 countries

Key recommendations outlined three imperatives essential
for outperformance.



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The V word: who says values matter?



Empowering employees through values

“For CEOs, organisational openness offers tremendous upside potential – empowered employees, free-flowing ideas, more creativity and innovation, happier customers, better results. But openness also comes with more risk. As rigid controls loosen, organisations need a strong sense of purpose and shared beliefs to guide decision making. Teams will need processes and tools that inspire collaboration on a massive scale. Perhaps most important, organisations must help employees develop traits to excel in this type of environment.”



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The V word: who says values matter?

“I have no doubt that the overwhelming majority of you, no matter in which area of the business or country you work, will enthusiastically support this move. But there might be some who do not feel they can fully buy in to an approach which so squarely links performance to the upholding of our values.

“My message to those people is simple: XXXXX is not the place for you. The rules have changed. You will not feel comfortable at XXXXX and, to be frank, we will not feel comfortable with you as colleagues.”



The V word: who says values matter?



PHOTO: STEPHEN CHERNIN/AFP/GETTYIMAGES



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PwC slide?

Values: a changing landscape



Name that brand



2014 (started 1994)
Global Sales £4.4bn (+15%)
UK Sales £1.8bn (+14%)
4,500 product lines



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The Values Economy: let's play

Uwear clothes retailer

- Major brands
- Own label classics – timeless favourites

- D On a scale of 1-10

- W

- N To what extent are you likely to

de

- N be a customer of Uwear?

- No quibble return policy

- Social media acclaim for service, quality and value for money



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The Values Economy: let's play

Uwearing clothes retailer

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- Employ child slave labour in developing countries

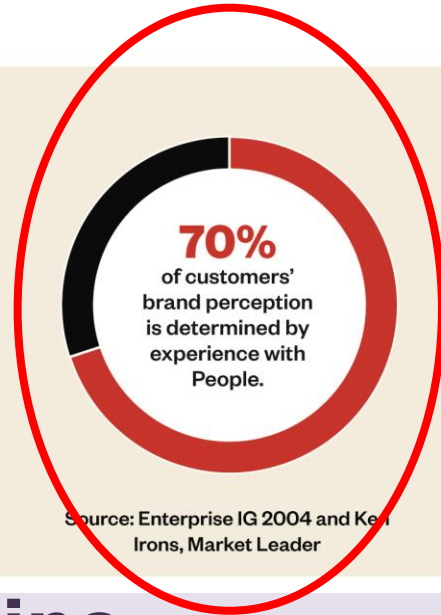


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The Values Economy: Behaviour



Source: Brookings Institution

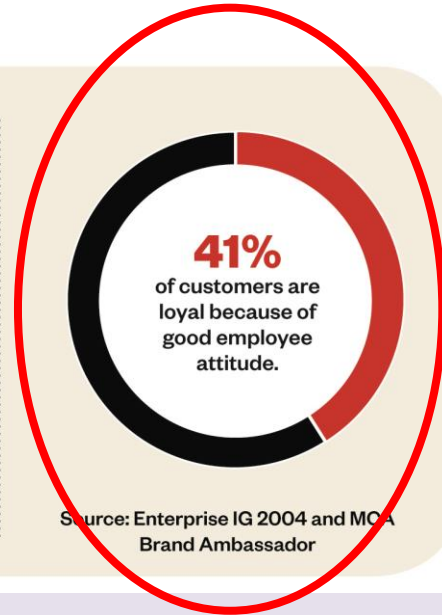


Source: Enterprise IG 2004 and Ken Irons, Market Leader

Higher than average levels of employee engagement also realized



Source: Gallup



Source: Enterprise IG 2004 and MCA Brand Ambassador

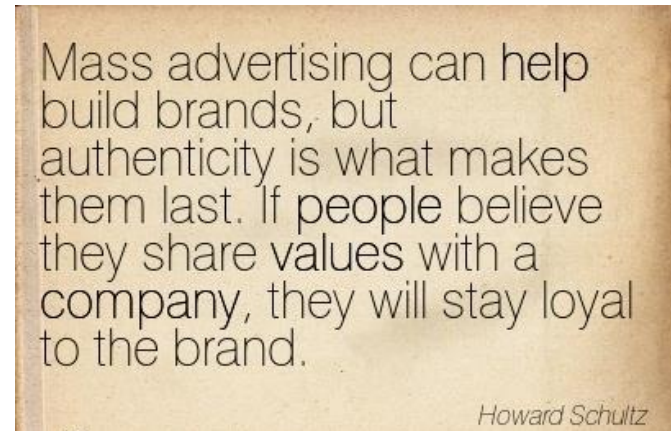
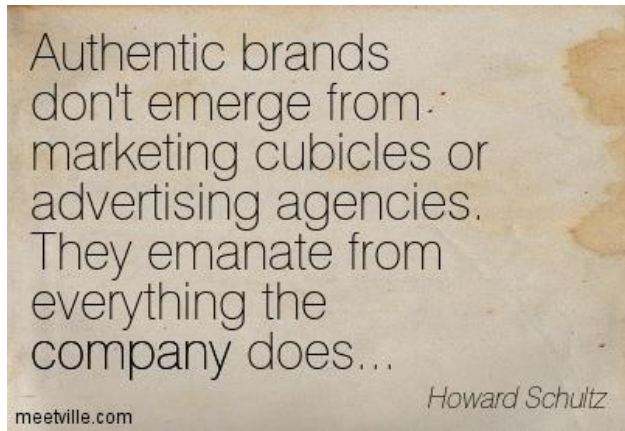
The bottom line

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." *Maya Angelou (1928-2014)*



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Official messages v personal experience



Howard Schulz, Author: Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time

The Bottom Line

The way people behave brings organisational Values to life every day.....or not

Values: Leadership



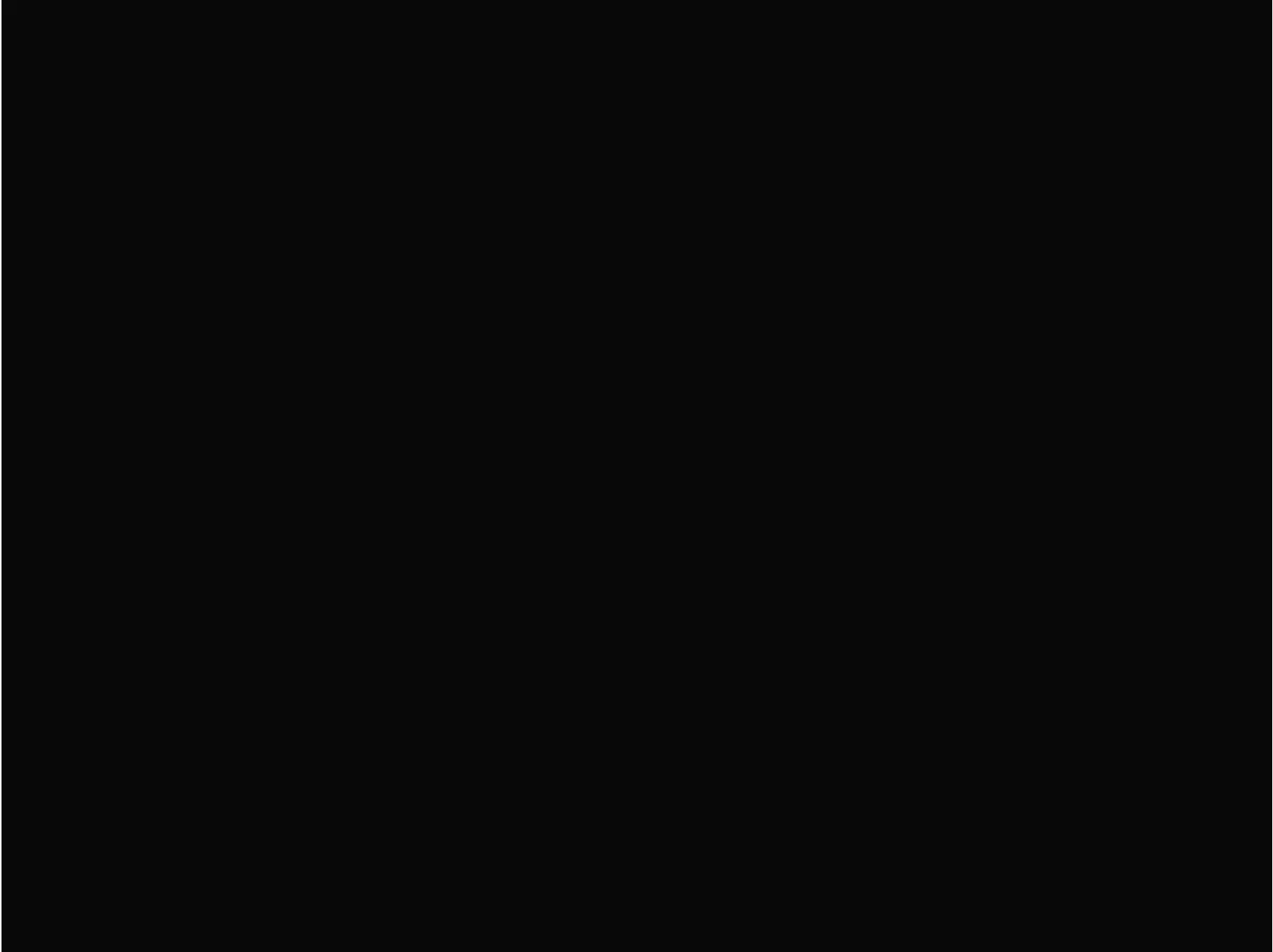
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Social Media: Turns up the volume

Chapter 15 Storytelling



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www.davecarrollmusic.com



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Social Media: Turns up the volume

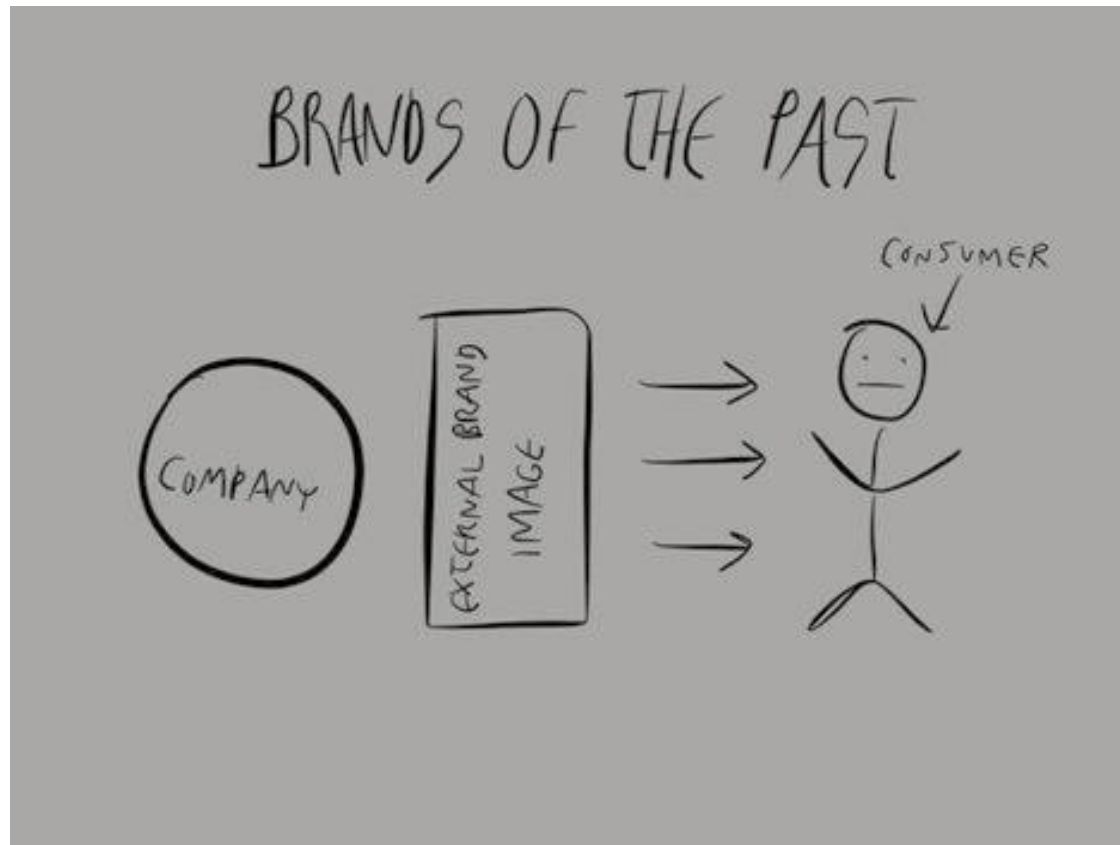
Chapter 15 Storytelling



The bottom line

Organisations are no longer what they say they are but what others say they are (including employees)

Values: brand ownership



The bottom line

More magnified for SERVICEBRANDS where people are a significant part of the brand image.....



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Values: in practice



Never stop exploring

86% of consumers believe that business should place at least equal weight on society's interests as on its own.

62% would switch brands if another of similar quality supported a good cause.

Edelman's annual goodpurpose® study

"Companies on "100 Best Corporate Citizens" list outperformed the Russell 1000 by **26 percent**."

Balancing the needs of stakeholders — consumers, stockholders, community members — allows companies to create value beyond products or services."

Corporate Responsibility Magazine



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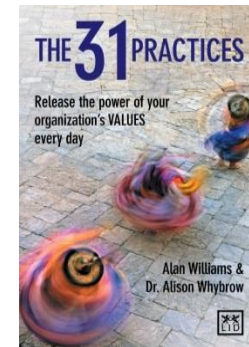
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31 Practices - overview

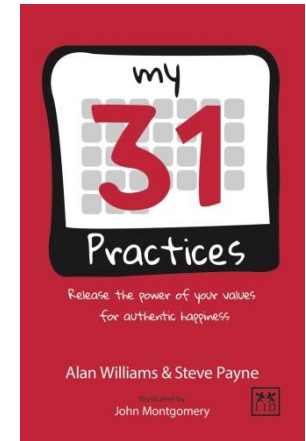
- Based on Ritz Carlton/Marriott Daily Basics approach
- Supported by robust academic thinking and business impact
- Translates organisational values into practical behaviour
- Co-creation approach, owning and developing the Practices
- Integration into all operating processes eg recognition
- Reinforces One Team approach
- Award winning





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my31Practices - overview



www.my31Practices.com

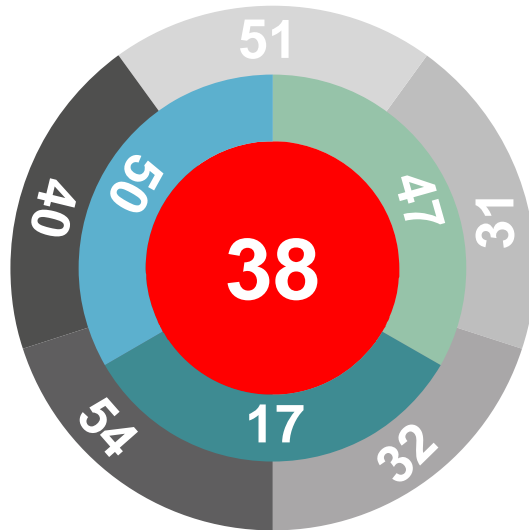


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Summary data

Quantitative perception of XYZ Ltd values

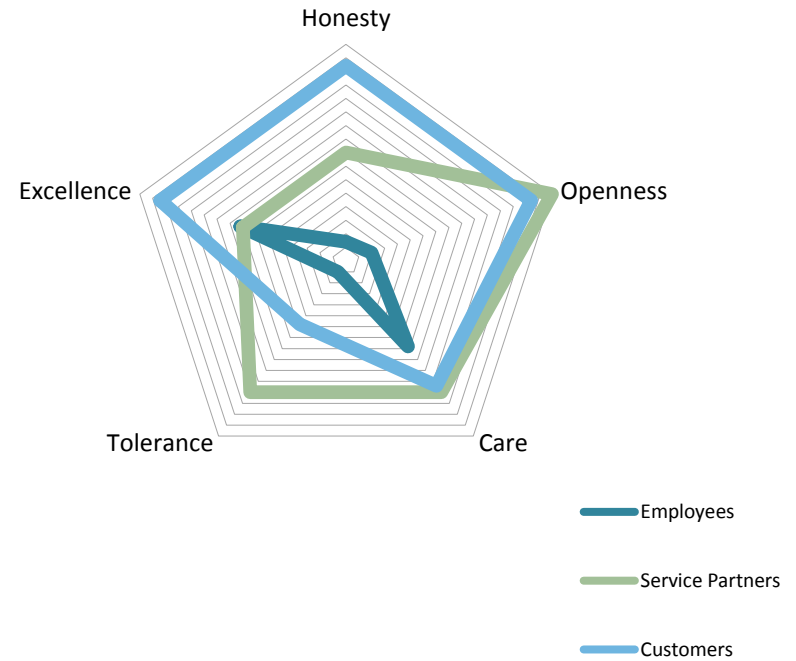
corevaluescore: Summary



- Honesty
- Openness
- Care
- Tolerance
- Excellence

- Employees
- Service Partners
- Customers

corevaluescore: Gap Analysis



[http://www.worldvaluesday.com/tools
-and-resources/](http://www.worldvaluesday.com/tools-and-resources/)

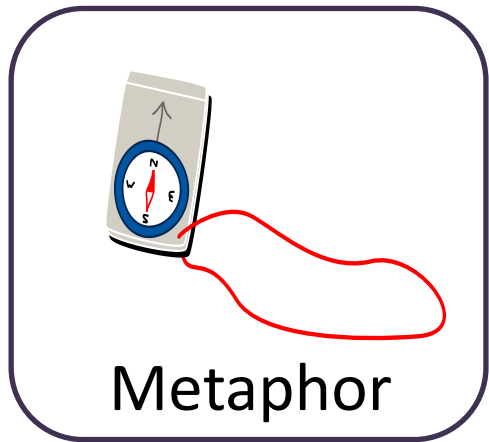


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