

# Discovering Your Corporate DNA



Nothing is more important for a corporation than discovering its DNA because corporate DNA reveals who the company really is. Until you clearly know who you are, you cannot communicate effectively with others why they should do business with you. Your corporate DNA is what makes you tick and differentiates you from your competitors.

Surprisingly, most corporations, even the best run ones, do not have a clear handle on what sets them apart from others. Random quizzing of employees about who their company is usually results in answers that describe what the company does. While that is important, in most instances it does not reveal the essence of what differentiates the company from others. Even a quick glance at promotional materials throughout the corporate world reveals that most of it uses much the same language. Blot out corporate identities and it's hard to know one company from another.

Communicate to Connect has a process that can help your company discover its core identity and develop messages that clearly communicate who you are. Until you do that, nothing else really matters. People want to know why they should pick your firm and its products over the competition. It's up to you to tell them why. Success breeds success, and the more you can communicate what makes you successful, the more others notice.

Our Discovering Your Corporate DNA process works "from the bottom up" to tap into the wealth of stored knowledge scattered throughout your company. Instead of writing your story for you, we help you write your own story by unlocking what your people already know. The process involves field staff, management and marketing personnel to reveal a story that is coherent, compelling and comprehensive.

After your corporate story is fully developed.

we work with you to train your people to effectively communicate it to clients and would-be clients. Having your entire "sales force," which is everyone in the corporation, telling the same story will give a message consistency that you probably have never enjoyed before. Consistency is critical because it means the core message of who you are is being communicated daily in a variety of settings, in a multitude of ways.

The Discovering Your Corporate DNA process plays out in seven phases, each one efficiently layered on the others to produce a corporate story that reveals the heart of who you are.

## **Phase 1—Collecting information**

In Phase 1 we collect information about who you are and what differentiates you from the competition. Field personnel, customer relations staff, management and marketing all play a key role in this phase.

### **Phase 2—Message development**

Phase 2 sees the development of multiple versions of your core message. Multiple story versions with built-in flexibility are essential because your people daily find themselves in a variety of settings, communicating with different types of audiences. The core message remains the same but multiple versions allow you to maintain relevance and context.

### **Phase 3—Piloting the message**

In Phase 3 we work with you to train a handful of carefully selected personnel to take your newly developed story and test it in a variety of settings. Management, marketing and field personnel all have an opportunity during this phase to give feedback and help shape the final versions of your story.

### **Phase 4—Refining the message**

This is the time for refining your corporate message and putting final versions on videotape. We do this so we can make sure your story is accurate, compelling and effective.

### **Phase 5—Training your trainers**

Phase 5 is for training the trainers who will work with people throughout the company to make sure they learn to effectively communicate your story.

### **Phase 6—Training your sales force**

During this phase your entire sales force is trained to share the story of who you are. External sales people, internals, customer service personnel, management and administration are all included in this phase.

### **Phase 7—Begin spreading the word**

Phase 7 is the culmination of all the work you have done up to this point. It's the time to begin communicating the message of who you are and what differentiates you, to both clients and potential clients. It's also a great time to begin integrating what you have learned into company promotional items and other materials.

Discovering Your Corporate DNA requires several months to complete. We help you manage the process and keep things on track. More importantly, we help you discover who you really are and know how to grow your business by communicating effectively with the people who ultimately determine your success—your clients and customers.

## **Discovering Your Corporate DNA Takeaways**

- Discover what clearly differentiates your company from others.
- Have everyone in your company communicating the same core message to all customers and clients.
- Leverage what sets you apart from others via your sales force, customer service personnel, marketing efforts and management.

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President. Steve Williams is the Creative Director.



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