

**BRAND OPS™** is the growth process by which you uncover new opportunities and align the operations of your company with your brand. Because HOW you serve customers is inextricably connected to your brand promise. It harnesses the functional expertise of your team, evolves their tactical thinking into innovative strategy, and develops the operations needed to execute the plan.



## PRESENT



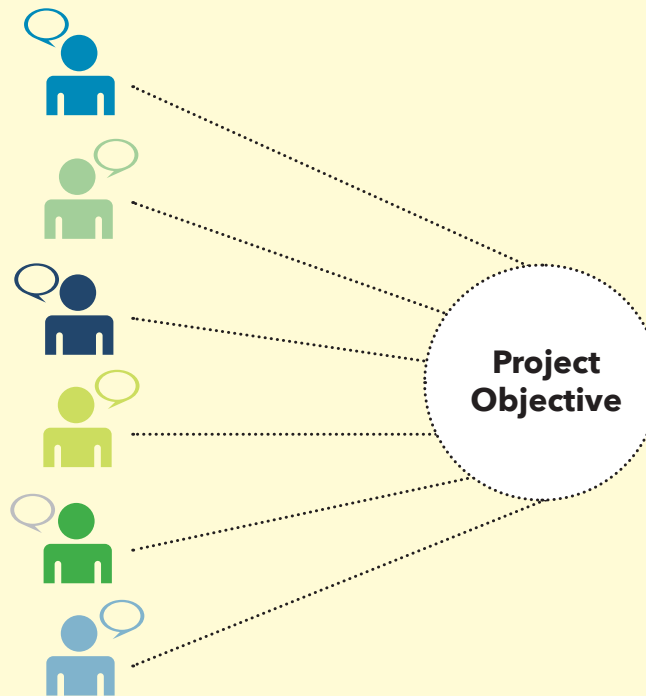
Individual departments focus on excelling at their functional expertises



## ENGAGEMENT



**Transition:** Inter-departmental teams refocus their functional expertises on the project objective



## FUTURE

Inter-departmental teams work together toward organization's goals





PRESENT →

ENGAGEMENT →

FUTURE

FOCUS



DYNAMICS

Functional expertise drives the work. Goals are team or department-focused. Teams remain isolated and siloed.

Together, the group identifies opportunities and defines the initiatives to achieve them. By working on the project objective, the focus changes and so do behaviors.

In the future state, the order has been reversed—the organizational goals drive the work. Individuals and teams use their functional expertises to serve that purpose.

WORK

**Tactical.**

**Strategic.**

**Strategic & Tactical.**