

Applying the Becoming Iconic Principles

Answer the two key questions which define the experience people will have in doing business with you

- What do we want to be known for
- How do we want to leave people feeling

Then hold regular planning and brainstorming sessions (if you work alone try and find a partner to help):

In these sessions examine one or more parts of your business eg:

- Your communications (brand, brochures, adverts, web sites, pitches, mail)
- Your workplace
- Your products and services
- Customer Service
- How you deal with customer complaints
- Your culture (if you employ people)

Brainstorm:

Ask yourself, with respect to what we want to be known for and how we want to leave people feeling:

- Where is what we have or are doing right now:
 - *Inconsistent* and needs changing
 - Consistent but could be *Elevated*

What could be *Creative* new ways to evidence what we want to be known for

What could be *Creative* new ways to leave people feeling the way we want them to feel

Qualify the ideas: Out of these questions you will generate numerous new ideas.

First pick out the hot ones then ...

Commit: Which of these hot ideas am I going to implement by when.