

April 27, 2010

“Defining Your Vision and Paying for Results”



THE VISIONLINK
ADVISORY GROUP



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ADVISORY GROUP

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Special Guest Presenter:

Ryan Rieches

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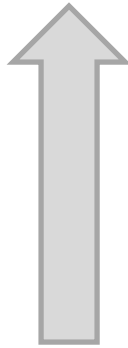
20 year veteran of brand strategy



We're happy to provide a copy of today's slides.
Information will be provided at the close of the
presentation.

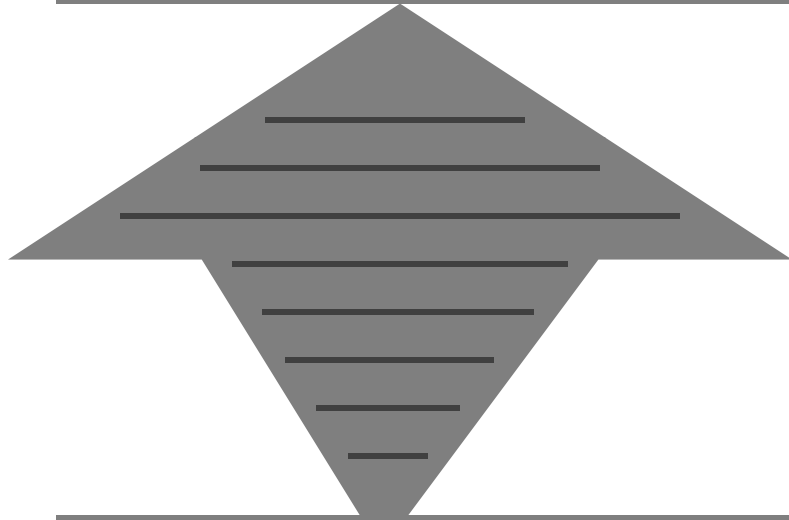
For questions during today's presentation:

Use the question panel
To the right of your screen

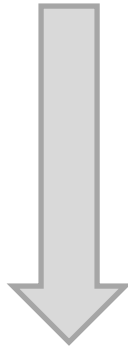


Patterns Driving Growth

- Compelling future
- Broad-based ownership mentality
- Consistent execution
- Culture of confidence and accountability
- Unified financial vision for growing the business



The Missing Structure

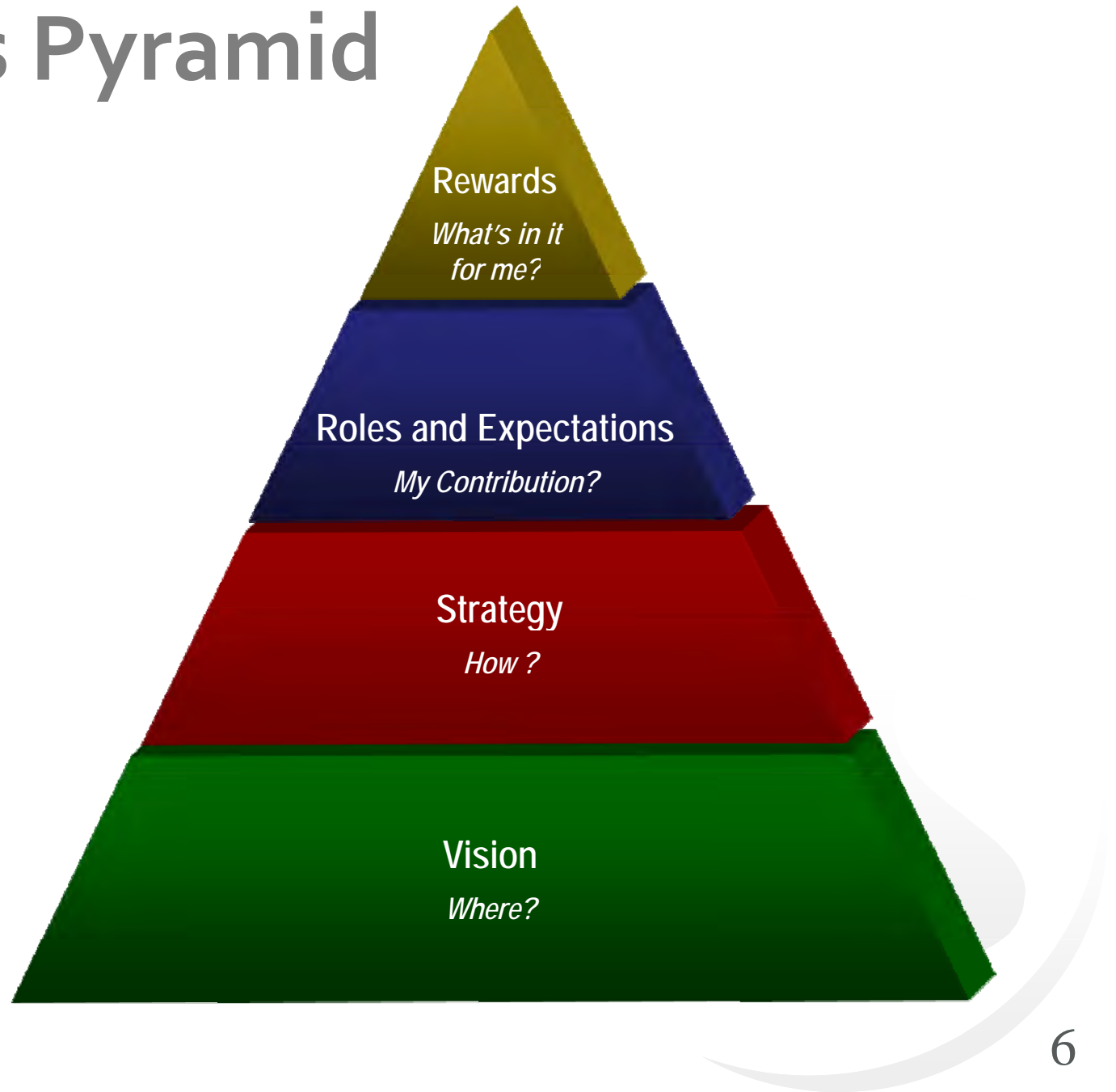


Patterns Hindering Growth

- Unclear vision and strategy
- Disengaged employees
- Inconsistent execution
- Culture of entitlement
- Lack of employee accountability



Rewards Pyramid



Rewards

*What's in it
for me?*

Roles and Expectations

My Contribution?

Strategy

How ?

Vision

Where?

Many have asked:

- How do you establish a fundamental vision of where the company is going and how it plans to get there?
- How do you distinguish between vision and mission?
- Is it important to define vision and mission before building incentive programs?

Ryan Rieches

- Co-founder and CEO of RiechesBaird
- RiechesBaird is a brand development firm focused on business growth strategies
- Ryan has more than 20 years experience in brand evolution and clarity, internal alignment, and external marketing programs

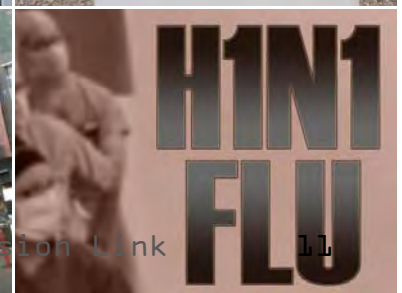
Key Concepts



- The concepts of Vision, Mission and Brand Positioning are often misunderstood and under utilized.
- A clear vision unites an organization and drives its daily actions; significantly reducing micro management.
- If your vision is well known and accepted, people will actively help you achieve it – employees, partners and even customers.
- A differentiated brand and clear vision offer significant financial rewards.
- A clearly differentiated brand is one of the company's most valuable assets.

THE WORLD HAS
CHANGED.....

...is your VISION
still relevant?



IN THIS NEW REALITY,
THE ANSWER TO **ONE QUESTION** IS
MORE IMPORTANT THAN EVER...



Separate from competition

Does your business have a clear vision? How about an unfair competitive advantage?

- Why would you start a business without one?
- Do you still have an unfair competitive advantage?
- How can your business outperform the marketplace?
- What's your secret sauce?

Why should a customer or key employee **choose** you?



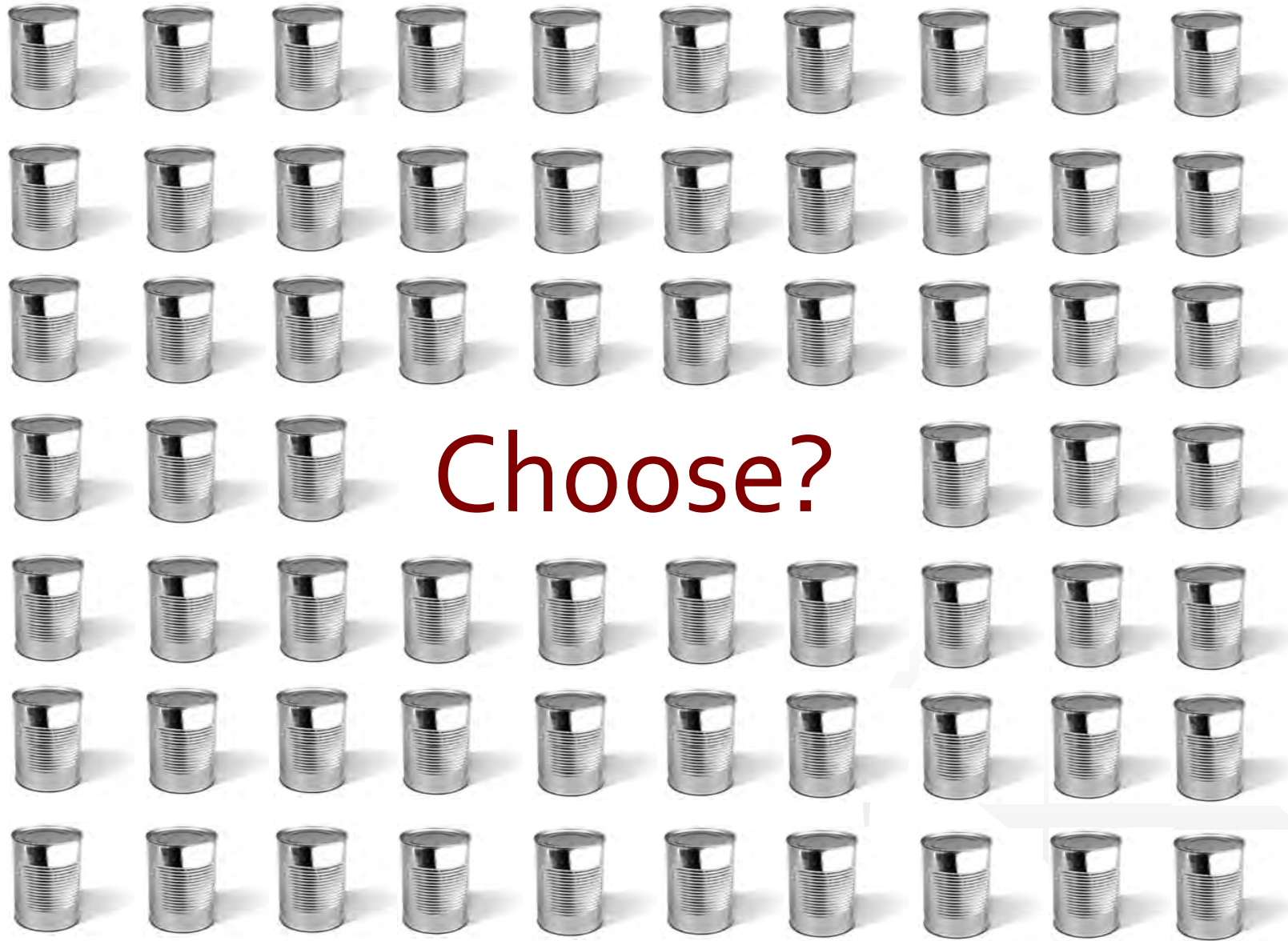
A



B



C



Choose?

**What does my company
stand for?**

Do we have a brand?

Some of our definitions

A brand personifies a company or organization, creating emotional connections that help establish and maintain trust and customer loyalty, while promising unique differentiation.

Brand Development:

Creating a unique promise of distinction

Branding:

Consistent evidence of your distinction

What is a **brand**?



- Something that **only you own**
- Something your **customers want**
- Something your **competition can't have**

RIECHES *baird*

Whose **Responsibility** is the brand?



Sales &
Marketing

“The safekeeping of the brand is the CEO’s number one responsibility”

- David D’Alessandro, CEO – John Hancock

Unless you define your brand others will:



Poll

QUICKPOLL

Our company's brand is:

Please select one:

- Owned and protected by the CEO
- Clearly defined and well known by all team members
- Something the marketing team comes up with
- Not well defined

QUICKPOLL

Our company's brand is:

Poll Results (single answer required):

Owned and protected by the CEO	10%
Clearly defined and well known by all team members	35%
Something the marketing team comes up with	10%
Not well defined	45%

How can a clear Vision help?



Clarity helps

Create Internal Loyalty

Clear vision and a strong brand become magnets for recruiting and retaining the best employees



"#1 most admired company"
-*Fortune*

"Most respected"
-*Financial Times*

"Most admired"
-*Barons*

Why Brand?

Create Internal Clarity

Strong brands mandate clarity of internal focus, efficiency and brand execution.

External Branding Message

"You are now free to move about the country"



Internal Branding Message

"Freedom begins with me."

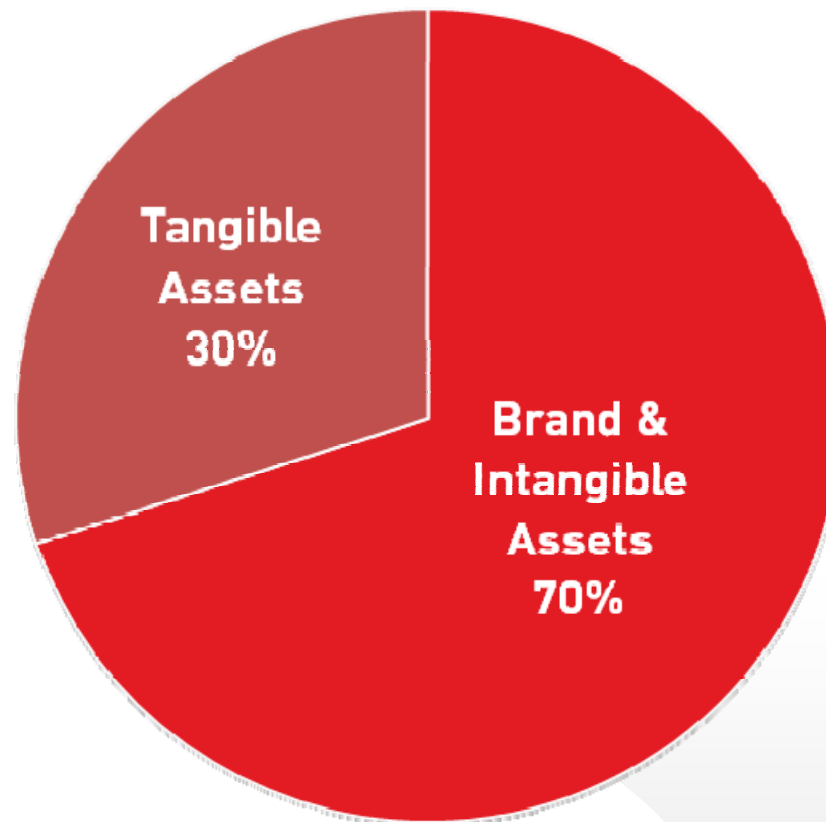
How can a clear Vision help?



How much is a Brand worth?

"If this business were split up, I would give you the land, bricks and mortar, and I would take the brands and trademarks, and I would fare better than you"

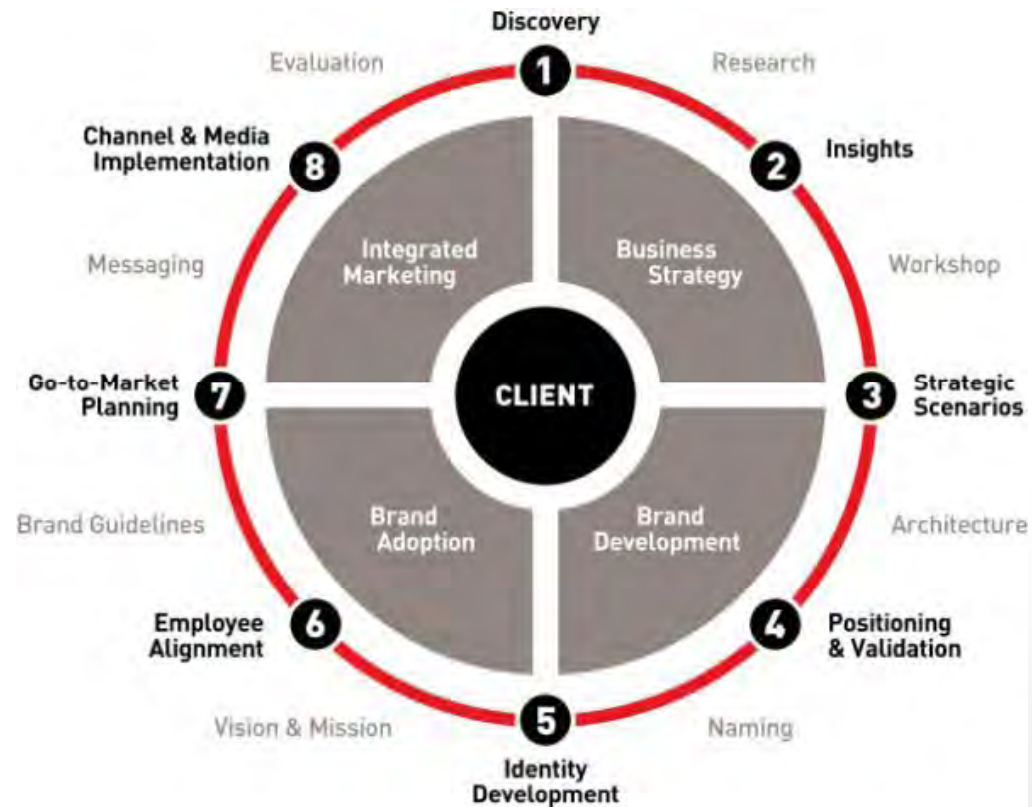
John Stuart, Chairman of Quaker, 1900



*Value of Public Companies
Source: Interbrand/Citibank League*

About RiechesBaird

Our Process



REVIEWING **CORE** **STATEMENTS**

CORE STATEMENTS

PURPOSE or CAUSE

Cause is bigger and deeper than any business goal. When an organization has a clear cause, it attracts talented personnel, strategic alliances, and loyal customers.

It's **WHY** we exist

CORE STATEMENTS

VISION STATEMENT

A depiction of a desired result that motivates, energizes, and helps an organization describe its destination.

It's **WHAT** we aim to achieve

CORE STATEMENTS

MISSION STATEMENT

Defines the key outcomes and goals of a company. It determines the path to best achieve the Vision Statement.

It's **HOW** we plan to achieve our Vision

CORE STATEMENTS

VALUES

Describes the traits and qualities that shape daily actions with the internal community, customers, and suppliers. These values shape corporate culture when they become deeply held driving forces and high priorities.

They are **WHAT** we stand for and **HOW** we behave

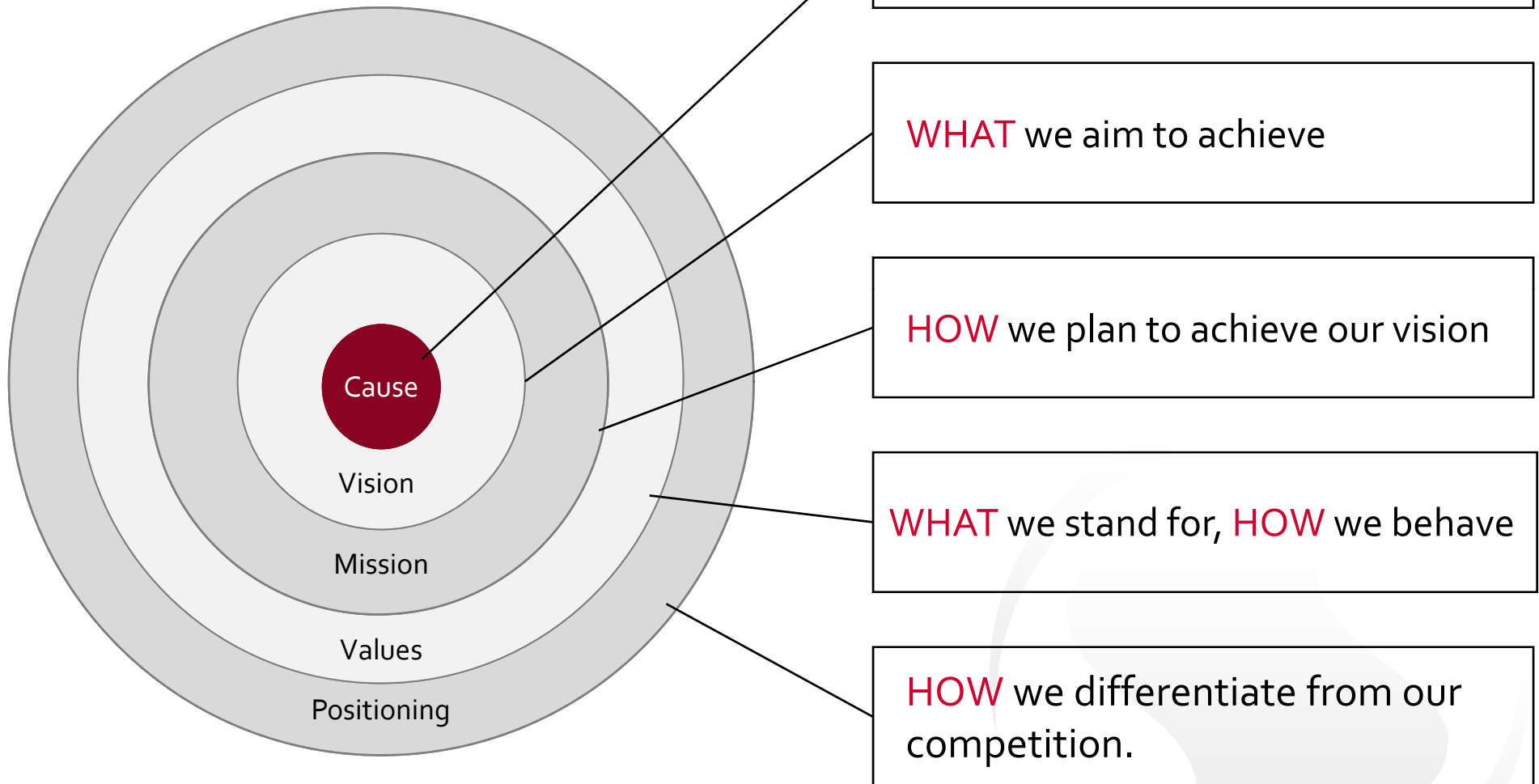
CORE STATEMENTS

BRAND POSITIONING

A statement of our unique value proposition to our primary audiences. This simple and concisely written statement conveys the organizations supported point of distinction relative to competitors.

It's **HOW** we differentiate from our competition

Core Statements



Poll

QUICKPOLL

Our organization's vision and mission is:

Please select one:

- Clearly defined and drives our daily actions
- Clearly defined but not well known
- Something I think we have but no one ever talks about it
- Work in progress
- Not well defined

QUICKPOLL

Our organization's vision and mission is:

Poll Results (single answer required):

Clearly defined and drives our daily actions	43%
Clearly defined but not well known	10%
Something I think we have but no one ever talks about it	14%
Work in progress	29%
Not well defined	5%

VISION STATEMENT

It's **WHAT** we aim to achieve

A depiction of a desired result that motivates, energizes, and helps an organization describe its destination.

Thought starters when developing:

- Core leadership team
- What unique attributes do we own and differentiate us?
- What motivates us?
- What do we do better than everyone else?
- What do we want to be famous for?
- In the end - can we own one word?

VISION STATEMENT

It's **WHAT** we aim to achieve

A depiction of a desired result that motivates, energizes, and helps an organization describe its destination.

Examples of owning one word:

Maytag – dependability

Nordstroms – service

Volvo – safety

BMW – performance

WalMart – price

Disney – imagination

Our Focus and Philosophy

“We create and inspire

In essence, we find greatness and promote it fearlessly.”

Core Statement Development



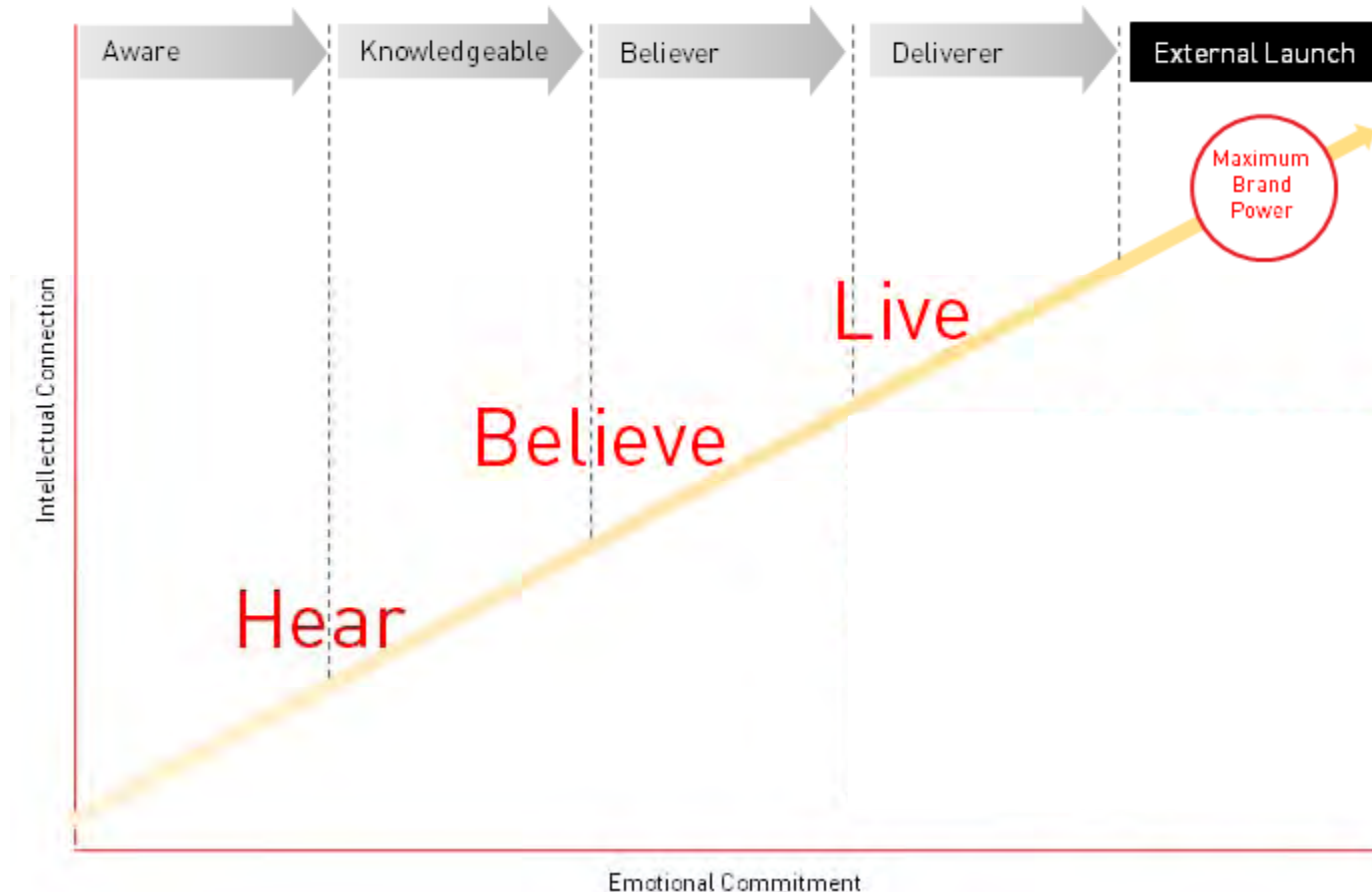


EMPLOYEE ENGAGEMENT

BUILDING BRANDS FROM THE INSIDE OUT



Building brand champions





Achieve Excellence 2009



American isn't just a company.

**We are 75,000 people
moving in sync
toward one common goal.**

The **big idea**
that expresses our goal is
powerful and all-encompassing.

And it's been there
right in front of us
the whole time.

American

American

***i*can**

Achieve Excellence
ican



The decision to go above and beyond
is an individual commitment
that enhances our collective performance.

The spirit of that decision is echoed
in the phrase “**I can.**”

I can see it in their faces—flying for the first time without their parents to see Grammy, they're excited. Or "stoked," they tell me. Mom and Dad can rest assured they're in good hands. I'll personally see to it. I guess that means I'm stoked too.



American
always operational. sometimes.

This is the agent with four empty seats in three different rows who welcomed the family that arrived late at the gate but still got to sit together and never knew what she had done for them.



Kathy Vangeness
Agent, SFO

American
always operational. sometimes.

This is the fleet service clerk who reached between seats and found the roll of bills which he handed his manager who tracked down the customer who was extremely grateful and will never forget the honesty and diligence he witnessed that day.



Rich Suraban, AMT, BOS

American
always operational. sometimes.

This is the baggage handler who found the tag that he matched to the bag which belonged to the woman who was on her honeymoon and never discovered how close her wedding night had come to disaster.



Anthony Merchant, AMT, DFW

American
always operational. sometimes.

Operational Excellence



Buttons



T-shirts

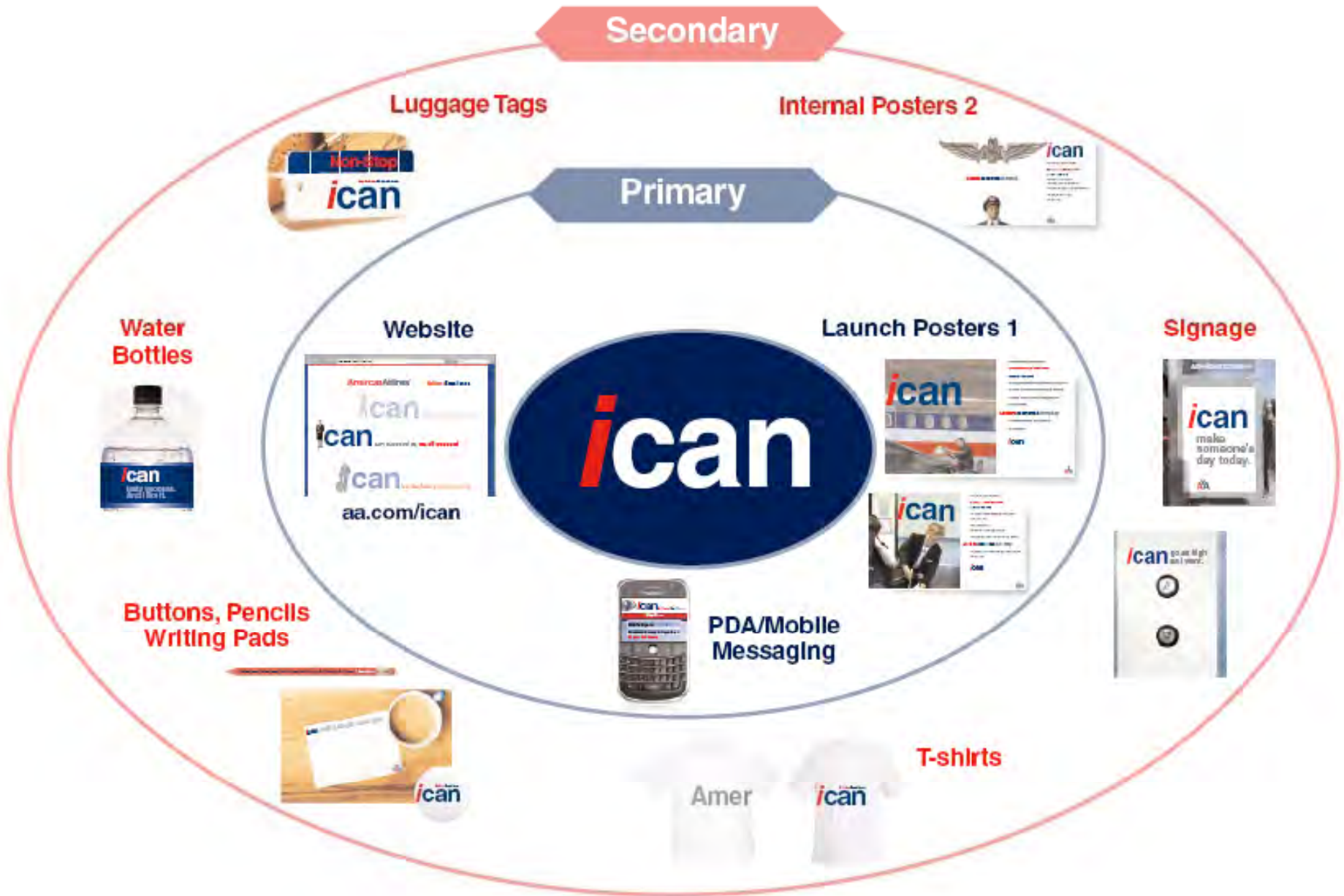


Microsite



Campaign Posters

ican Brand Touchpoints



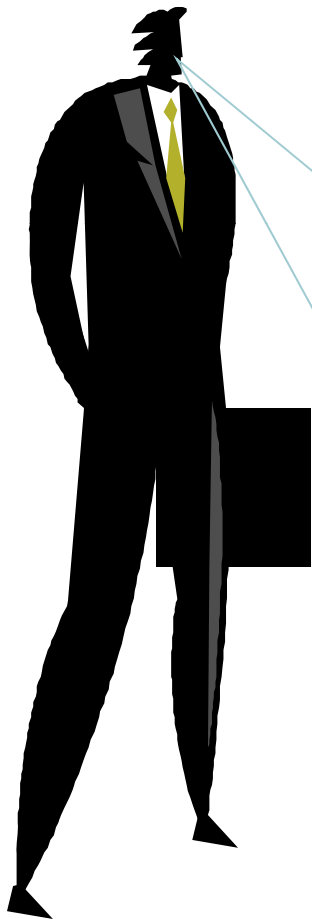
Focus on results

Reward greatness

Pay for performance

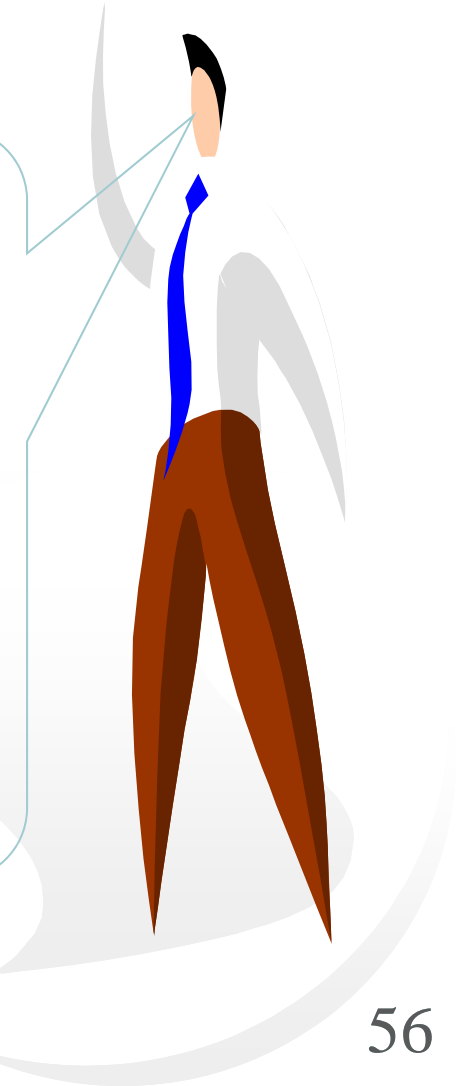
CEO

Employee

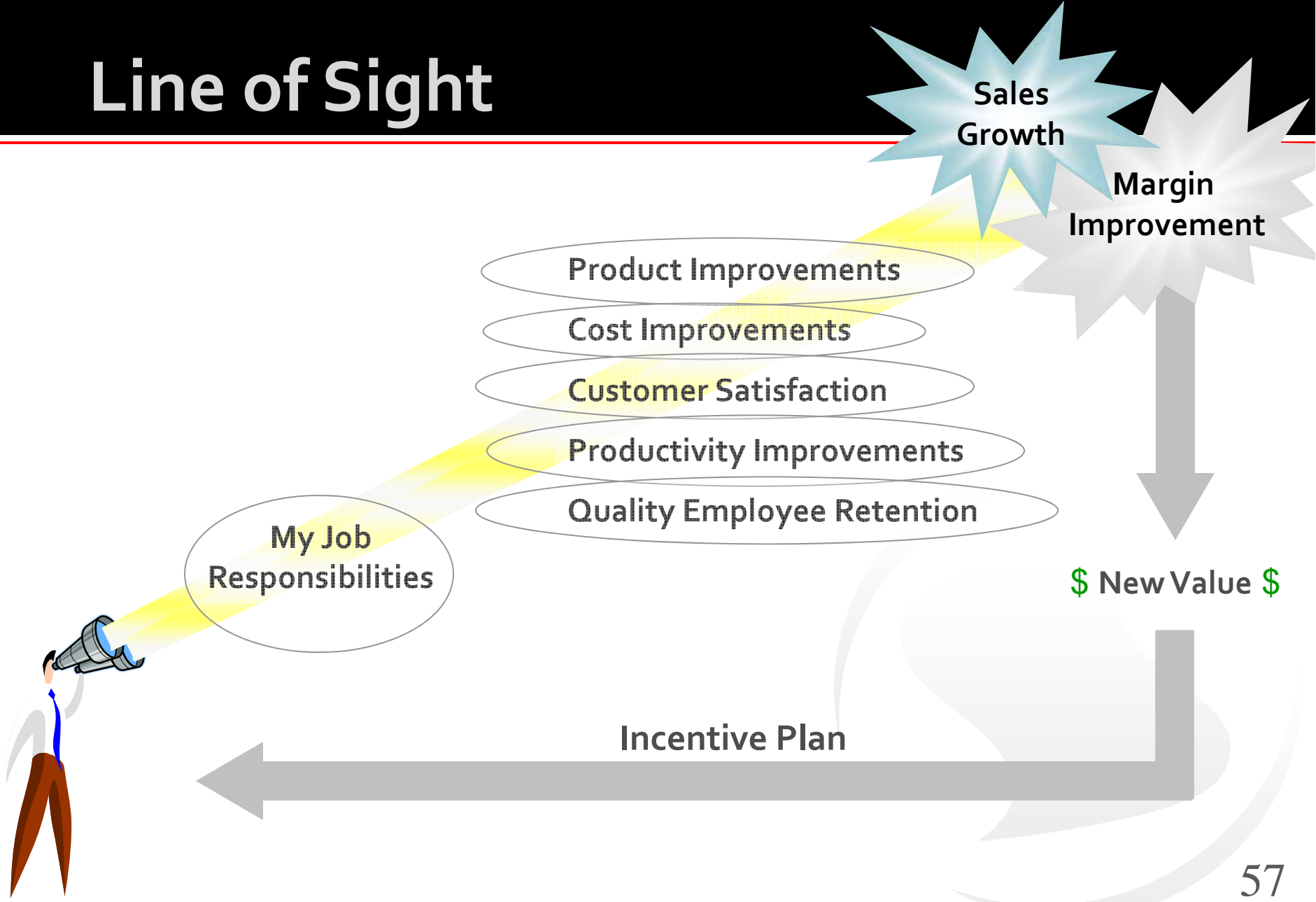


Do you see how we've outlined a compelling Vision and Mission? Do you see how the fulfillment of your responsibilities is a key to our success?

I do see both. This gives me renewed confidence and clarity. I'm excited about and committed to contributing all that I have to offer.



Line of Sight



A culture of confidence

- Employees are as anxiously engaged in the business as the owner/CEO
- Employees understand that their ultimate compensation is dependent upon productivity gains in the company
- Employees realize that the fulfillment of their personal goals is tied to the success of the business
- Employees are perfectly clear on what they can/should do to contribute to the fulfillment of the business plan
- The company can attract and keep anyone it wants

First Step

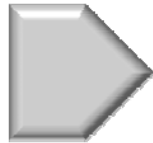
- Where are we now?
- VisionLink's Tool:
 - Alignment Appraisal™
 - A focused look at your current practices with a comparative eye on “World Class Compensation” standards. “Is your total rewards program enhancing or slowing growth?”
 - Process—simple online employee survey

Quantitative and Qualitative Assessment

The Alignment Appraisal™

helps a business measure results in five key areas

Partnership



Do our employees feel like participating partners in our business successes?

Clarity



Do we effectively communicate and reinforce our organizational standards and the value of our total rewards opportunity?

Engagement



Do we achieve a crucial level of employee commitment, passion and engagement?

Practices



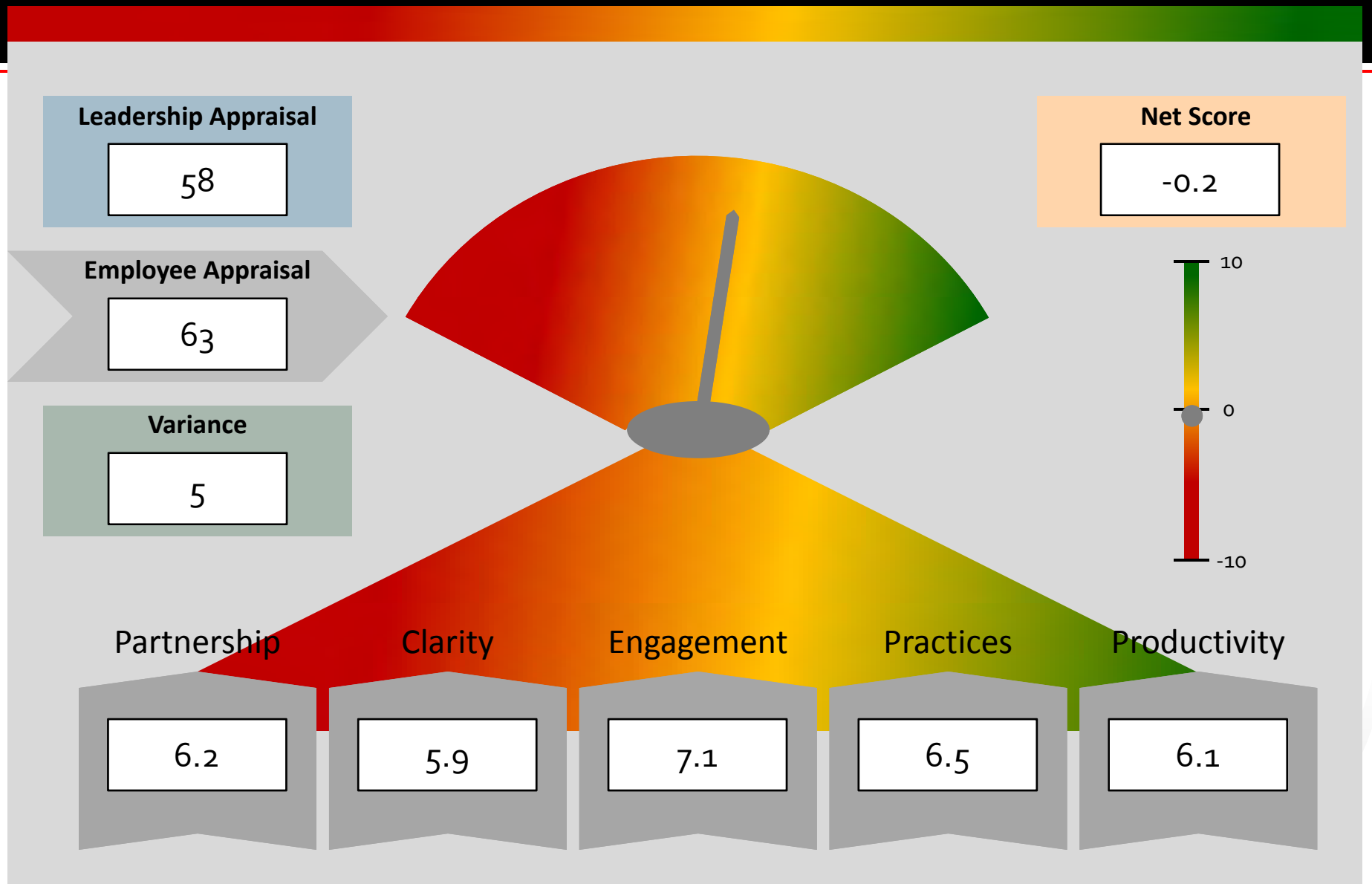
Do we follow best practices in managing our compensation investment?

Productivity



Do we conscientiously measure and manage employee productivity?

(Sample) Alignment Appraisal Index = 63^* / -0.2



Special Offer

For today's webinar attendees:
Complimentary offer

Indicate interest on final survey

Creating the heart and soul of great brands.

contact → RIECHESBAIRD

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www.riechesbaird.com



Next Online Seminar:

“Mr. Owner, Can I Have Equity Too?”

To be held on:
Tuesday, May 25th, 2010

Check out our website:
www.VLadvisors.com

The screenshot shows the homepage of The VisionLink Advisory Group. At the top left is the logo, which includes a globe icon and the text "THE VISIONLINK ADVISORY GROUP". To the right of the logo is a "CLIENT login" section with fields for "User:" and "Password:" and a "Login" button. Below the login section is a phone icon followed by the number "(888) 703 - 0080" and an RSS icon. A navigation menu below the header contains links for "Home", "About Us", "Client Profile", "Information and Resources", "Client Locations", "Events", "Blog", and "Contact Us". The main content area features a large banner image of a man in a suit pointing at a line graph on a screen, with several people seated in front of him. Overlaid on the banner is a large question mark and the text "Do Incentive Plans Really Work?". To the left of the banner are three vertical buttons: "Incentive Plans", "Think Like Owners", and "Top People Management". Below the banner is a registration form with the text "Join our webinar invitation list: Please enter your email address:" and a "Join" button. To the right of the form is the text "Strategic Compensation Development and Management Firm" and a partial sentence "VisionLink enables mid-market companies to achieve".

You can also subscribe to our blog

Questions



Thank you for attending

Please complete our brief survey immediately following our presentation.

We value your input.

You may request a copy of our slides and more information about the Alignment Appraisal™.

Thank you!



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President

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