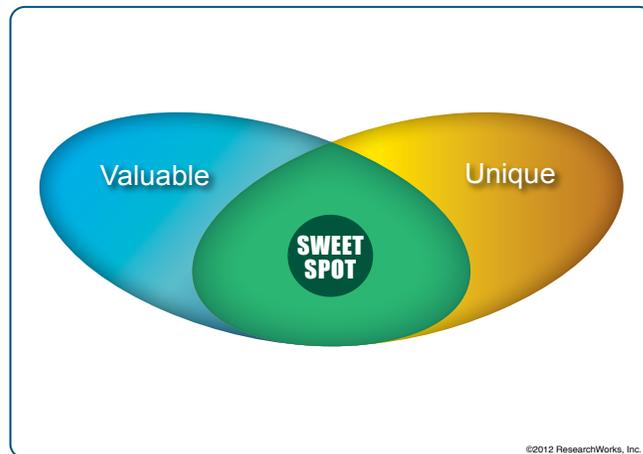


## You Are Unique — Just Like Every Other Organization

Every organization we've worked with over the last 20 years talks about how unique they are. And it's true. Each is unique in important ways. In fact, it is in their uniqueness that the seeds of marketing magic lay.

The key is to determine not just what is unique, but what is both unique and valuable. Then feature it!



Just make sure the "it" you feature results in something real that your stakeholders and customers care about.

For example, does your company attract quirky personalities? Take advantage of it like Zappos does. Reframe it as a positive. Showcase the creativity and culture that results.

Is your organization laden with data-driven scientists or engineers, like most biotechs? Then be known as the brainy, even nerdy, brand in your space. Stay away from flash and sizzle. Make better products and happier customers.

1. A few things to not do:
2. Don't overlook the reality that there are more similarities than there are differences among organizations.
3. Don't use your uniqueness as an excuse for poor performance.
4. Don't presume that you have nothing to learn from companies in a different space.
5. As a leader, don't let your ego get intertwined with what makes your company unique and valuable.

In the long run, it's almost never about you, nor should it be. It's about what makes your organization one of a kind – and in ways that matter to those you serve.

*Gratitude to Rob Tarbox of Illumina for inspiring the title and topic of this issue.*



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