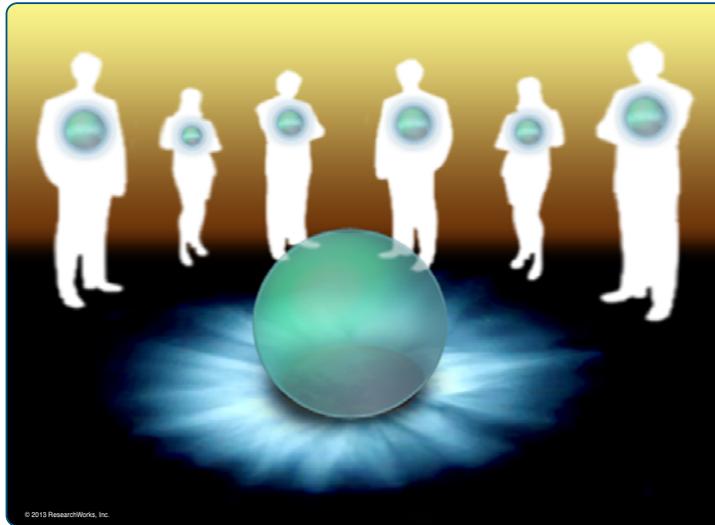


Marketing and Your Organizational Soul

Good news!

Your organization has a soul. We call it your identity. It is the essence of who you are and why you exist. It is what makes you unique and valuable so that people you care about — customers, patients, partners, policymakers, investors, employees — choose you.



Your organizational soul, or identity, guides essential business decisions — like which growth opportunities to pursue, what your market niche is, your brand strategy, how to communicate better, and how to stay on purpose in difficult times. Your identity can and should transcend any particular administrator or chief executive — it need not be “reinvented” with every change in leadership.

Your identity provides a strategic and solid path forward. Staying true to your path requires commitment. It is not easy, and not for everyone.

Ahhh, but when you do!

You no longer try to be “everything to everybody.” You don’t avoid the tough questions — like what business are you in, and why should customers choose you. You stop playing the game of replication, mired in mediocrity. You don’t settle for ineffective, muddy, “me too” messaging that clutters the minds of your customers and does nothing to improve your positioning, performance or profitability.

Instead... you focus on what you do best. You stand out in ways that matter to your customers. You give them a reason to choose you. You deliver on your promise. You make money. This, this is when your organizational soul is most alive.



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Your Marketing Minute© is an electronic newsletter based on the consulting, teaching, and speaking of Dr. Moshe Engelberg. Please contact us with feedback, questions, or for further information at myconsultant@researchworks.com

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