

The Hero's Quest

MISSION, METHOD AND MESSAGE:
Industry Leadership reputation as a process

“Greatness is not a function of circumstance.

*Greatness, it turns out, is largely a matter of conscious choice,
and discipline.”*

– Jim Collins, Good to Great: Why Some Companies Make The Leap and Others Don't.

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RECOGNIZABLE
INDUSTRY
LEADERSHIP**



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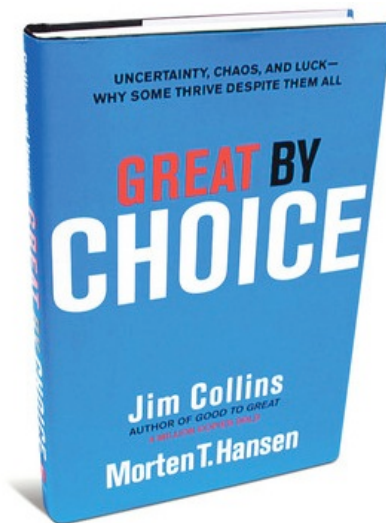
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While each individual company differs greatly from all others, extremely successful companies have very little difference in their approach to greatness.

Just read *Good to Great*, or *Great by Choice*, research-intensive books from the Jim Collins oeuvre, to understand that the biggest differentiator between most “operating” companies is that mysterious quality called “greatness.”



Greatness is a process, and it can be captured, as Dr. Collins does in his research. “Making the transition from good to great doesn't require a high-profile CEO, the latest technology, innovative change management, or even a fine-tuned business strategy,” Collins writes.

At Write2Market, we help industry leaders accelerate and scale by making sure they get **the reputation and the recognition they deserve**, for what they are already great at. We use our proprietary methodology - Triple A Industry Leadership Methodology™ - to ensure our clients have the Awareness, Access and Awards they need to conquer their mountains—and to scale.

Triple A Methodology™ Works Despite Scale

Our work in this area has been applied to large industry leaders, such as \$5.2 B Mansfield Oil, and to rapid growth companies under \$50M, such as 2012 eCommerce Platform Winner ShopVisible. Triple A Industry Leadership Methodology™ has also worked for clients that derive most of their revenue locally, like redpepper, a Nashville marketing leader, and for clients that derive much of their revenue from overseas, like Boulder-based LEC Global, currently operating in 60 countries.

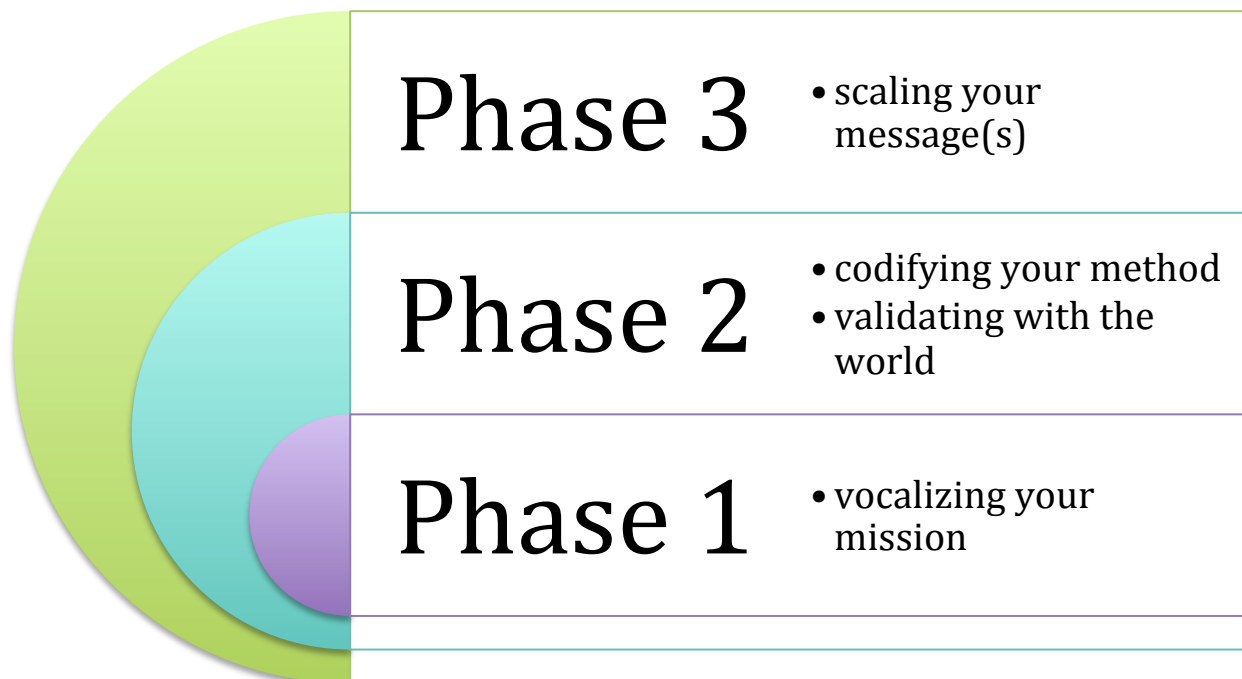
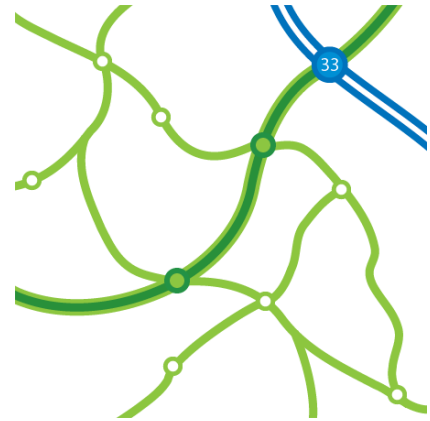
Triple A Methodology™ Works Despite Stage

It works at any stage of the company--from mature organizations such as 125 year old \$3B Exide Technologies, to leading upstarts like Variable Technologies, less than a

year old and already covered by Tech Crunch, Mashable, Popular Mechanics, Wired and David Pogue, the gadget editor of the *New York Times*.

So, if there is commonality to the authentic pursuit of a stellar reputation, what are the steps on the journey?

Here is a roadmap that tends to be “typical” for a company that has chosen to be great. The essence of the path involves:



PHASE 1: The Mission

Finding your voice is the toughest part of the journey, and it's an ongoing process. The result is an authentic culture that captures the imagination of your target audience, resulting in better people, partners and profits for your company. The essential question is, what are you trying to change in the world? Why does it matter?

Our industry leadership advocates at Write2Market facilitate the industry leading company to develop new skills at an enterprise level and an organization level as needed, including:

- 1) recognize itself as a leader in a niche
- 2) define its mission—what is it trying to change in the world?
- 3) define the niche it leads, which is the “mission” in focus
- 4) identify compelling processes, methods, or cultural components that drive its uniqueness - we call this “the method.”
- 5) create regular thought leadership pieces about that niche, as a natural expression of what it does best - we call this “the message.”
- 6) develop a following around that niche through the predominant media used in the industry (such as newsletters, eblasts, webinars, meet ups, social media, blogs, or perhaps even video or conferences)
- 7) speak locally and regionally on that niche
- 8) apply for awards in that niche
- 9) consider expressing an index, a ratio, paradigm or equation that codifies its uniqueness, begin to think about what that might look like
- 10) formulate useful research about topics the company is authentically curious about
- 11) start to publish regularly in trade journals, blogs and industry conferences
- 12) occasional award wins
- 13) increasingly regular trade journal coverage
- 14) occasional national coverage

PHASE TWO: The Method

Once you know your mission—why you’re changing the world—your focus at an enterprise level moves to how you do it. This “how” is a part of your core DNA as a company; it is the essence of your culture but it is more than culture—it is actual process. For example, it’s tough to have clients go on record for case studies, but if you introduce them to the idea even before they become clients, it’s much easier. Thus, your commitment to industry leadership at the level of “how you do it” is the essence of phase two industry leadership.

Our industry leadership advocates at Write2Market facilitate the industry leading company to develop new skills at an enterprise level and an organization level as needed, including:

- 1) involve its clients in its journey, often through joint research, press releases, case studies or webinars
- 2) codify a unique data set, algorithm, internal research or data that it can own (and trademark) and report on regularly
- 3) begin to plan a client or niche conference or event around its industry leadership position, putting its team in a place of teaching and its clients in a place of honor
- 4) speak regularly at national conferences, and sometimes reach for keynote speaking opportunities or keynote panels
- 5) embed ways to help clients join the journey of the mission, sometimes through discounts or free tickets to incentivize supporting the mission
- 6) regular national speaking engagements
- 7) frequent national award wins and finalist positions
- 8) increasingly frequent national media coverage and rare television appearances

PHASE THREE: The Message

Once a company has revealed its voice and codified the processes by which its voice is heard in the market, you're able to focus on messages. It's like the previous two levels of industry leadership gave you the platform—the orchestra—and now you can play your song at an industry level. Messages change as markets move. The “message” is always the fresh incarnation of your mission in current reality. It can be complex and multi-faceted, and is the current expression of your leadership.

Our industry leadership advocates at Write2Market facilitate the industry leading company to:

- 1) develop a leading award in the industry that highlights others along the same mission, doing great things
- 2) regular national coverage including national television
- 3) publish on the subject from experts in the company
- 4) advise smaller firms in the same field through an intentional mentoring program that provides innovation to the company
- 5) manage and execute a leading national conference on the subject for clients and prospective clients
- 6) publish a regular index or research piece that is covered nationally and the “top” type in its field
- 7) numerous speaking sessions for mid level team members
- 8) regular keynote speaking opportunities for its executive team and CEO

Want to explore building your reputation
as a vehicle for your company?

Contact Write2Market
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