



CORE IDENTITY

Product Scope	<ul style="list-style-type: none"> • Accountability in partnership – total companionship and guidance in transforming the business • Transformation process management • Specific, complementary know how
Attributes	<ul style="list-style-type: none"> • Integrated: focus on business but incorporating organization and involving people • Three pillars: Method – Leading Change – Shapen Up • Together with all members of staff – customer determines
Quality	<ul style="list-style-type: none"> • Different from others: <ul style="list-style-type: none"> ▪ Ruthless in Design, Consequent in Implementation ▪ Committed to both people and business ▪ We accompany and conduct till the end of the project ▪ We accept (and call for) mutual responsibility ▪ We are sharp, square, angular, uncomfortable – without being unfair or unpredictable • Highest quality standards regarding our method and consultants as well as to customer's commitment and leadership • Grim demand of consequence (in the funnel) • We ask for securing and sticking to decisions • We expect accuracy in finalizing the various process phases • Customer's staff will thrive and prosper with the requests • Ruthless in Design, Moderate in Implementation
Uses	<ul style="list-style-type: none"> • Just if there is the ability and willingness to real change • Only if the demand for impact is sufficient and necessary • Just if we see willingness for a total approach • Only if being on serious and appreciative terms with staff • Only if there is a strong desire for finding the solution oneself • Just if there is a discrete and independent potentiality for fundamental decisions • Only with the owner's acceptance • Only with sufficient time and means – but insisting on tempo • Only with intensive cooperation of the entire management

NUTs – Brand Identity

Who we are, what we do, as whom we see ourselves, how we are perceived

NUTs – Network Business Transformation



www.n-u-t-s.com

CORE IDENTITIY (contd.)

Experience Associations

- Toughness – relentless
- Experienced, sound business experience
- Continuously introducing of latest trends and developments
- Wild, thrilling, exciting
- Absolute exhausting, pushing ones limits, persistant
- “They don’t accept a shady business”
- Not manipulable
- Process objectives proceed self-interest
- “They find the right spots for acupuncture”



EXTENDED IDENTITY

User Imagery	<ul style="list-style-type: none"> • Tough but sincere • Relentlessly pursuing the process' goals • Remarkable results
Country of Origin	<ul style="list-style-type: none"> • Worldly – they are on top of it
Organizational Associations	<ul style="list-style-type: none"> • Innovative, up to date, tempo • No self-interest, just network structure • We want to establish respect in partnership with our customers and their organizations
Local vs. Global	<ul style="list-style-type: none"> • Multi-local
Brand Personality	<ul style="list-style-type: none"> • Reinhard Bacher – consequent, analytic, cool; methodologist with a human touch; reflective; project management pro. • Helmut F. Karner – master mind with an unquenchable thirst for knowledge; persistent; tough, but is worth it; more philanthropic than he seems to be; always ahead of time. • Alexander Schön – professional in human capital management; understanding, but persistent; precise, focused and attentive; strongly beliefs in self-organization and personal responsibility.
Brand Customer Relationships	<ul style="list-style-type: none"> • Reliance (business intelligence, business savvy, experience) and confidence, credibility, reliability • Longing for success
Symbols, Visual Imagery, Metaphors	<ul style="list-style-type: none"> • Symbols: frog, funnel, stress points • Imagery: acupuncture spots, balance • Metaphors: The Frog's Tale, The Story of the Three Brothers and the Seventeen Camels, ...
Brand Heritage	<ul style="list-style-type: none"> • Personal background of people acting
Endorsers	<ul style="list-style-type: none"> • Miba Bearing Group, Fischer, it&tel and other reference projects
Slogans	<ul style="list-style-type: none"> • "Ruthless in Design, Consequent in Implementation"
Corporate Citizenships	<ul style="list-style-type: none"> • Föhrenberg Circle (www.foehrenbergkreis.at); face to face with latest management literature, various impresarios



VALUE PROPOSITION

Our Value Proposition	<ul style="list-style-type: none"> • Product Leadership, but with diversified approach (Managing & Leading Change, cross sectional issues, ...) – i.e. <i>performance value</i> (as opposed to <i>relation</i> or <i>price value</i>)
Functional Benefits	<ul style="list-style-type: none"> • Always the latest and the best – unbiased in terms of origin (but preserving ownership) • Velocity – always up to date • You can buy “consequence” (at least on a temporary basis) • No cheap shots (denominator management, vogues, run-down methods, ...) • Tremendously beneficial: ROI for invested consulting fee • No overhead annoyances and costs as we are the network organization ourselves • „We are present and in it“
Emotional Benefits	<ul style="list-style-type: none"> • We are not corruptible • We are totally useful • Authenticity – coherence • Reliability – “You can count on us!” • We mirror your actions • Situative interventions (humor, ...)
Self-Expressive Benefits	<ul style="list-style-type: none"> • “I mean business ...” (regarding the impact of change) • „With them and by them I will triumph!“ • „I’m different from others – if I’m in partnership with them“

CREDIBILITY

Credibility, Reliability	<ul style="list-style-type: none"> • We mean what we say – and say what we mean • We are associated with first class brands (Drucker, Pascale, Hamel, Davenport, ...) and process simply the best ingredients
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