

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 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

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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

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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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