

# The Leadership Series<sup>®</sup>

Sam Hill March 18, 2003 • 8:30 - 11:30 a.m.



Advance Intelligence

## Branding in the 21st Century: The Eleven New Rules



Your brand conveys who you are, whether you are a corporation, government, or non-profit organization. The 21st Century will reveal and reward brand-based business models. The winners will be those who understand how to take an external view and use that perspective to create new value. Leverage your business to success using Hill's Eleven New Rules. Sam Hill, a leading Brand Marketing Strategist, is what Fortune calls a "Madison Avenue Bigfoot."

### Speaker Background

- Chief Marketing Officer, Booz-Allen & Hamilton
- Director of International Strategy, Kraft Foods
- Vice Chairman and Chief Strategic Officer, D'Arcy et al.
- Author of several books and articles including:
  - The Infinite Asset: Managing Brands to Build New Value
  - Radical Marketing: From Harvard to Harley, Lessons from Ten That Broke the Rules and Made It Big
- Consultant to leading organizations in the U.S., New Zealand, Australia, Indonesia, Mexico, and Brazil

### LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

#### MARKET AWARENESS

- Customer Focus and Loyalty: Evaluate the dedication of staff to meeting the expectations and requirement of internal and external customers. Establish and maintain effective relationships with customers. Gain the trust and respect of customers. Create a customer experience that is not presently available elsewhere.
- Marketing: Apply "radical marketing" to build strong ties to the customers without the use of big, expensive, and complex marketing and advertising practices. Understand steps to "branding" what you do.

#### STRATEGIC ORIENTATION

- Strategic Agility: Create competitive and breakthrough strategies and plans.
- Understand Strategies: Use retail strategies and re-orient the organization from a focus on "market share" to a focus on "budget share."

