

Does your
brand have an

**Execution
Gap?**

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Do you sometimes find that:

→ Internally, people are not engaged and are pulling in different directions?

→ It's difficult to produce meaningful communications?

→ Customers never seem completely satisfied?

→ You struggle to attract top talent?



**Maybe
you
have
a...**

Execution Gap.



What's
that?

It's a difference between what a customer or employee expects and what they experience.

**WHAT
A
BRAND
SAYS**

THE EXE

**The reality does not
stand up to the promise.**

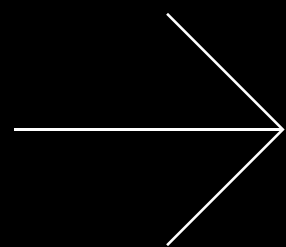


How do you close the gap?

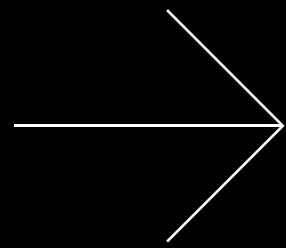
- Align your leadership to authentically define a brand strategy - purpose, values and difference.
- Set tangible targets and initiatives which are proof of your claims and show how these ladder into your brand strategy
- Design ways of measuring and reporting your success against these targets & communicate these
- Design your customer & employee experiences to deliver - ensuring brand thinking ia applied throughout
- Hold your brand accountable for its claims.

ELEVATE

Brand thinking



Get your people all pulling in the same direction. Align.



...because your EX will affect your CX.

You know when you have removed the gap when something like this happens...


→ In 1961 President John F. Kennedy was visiting NASA headquarters for the first time

→ Whilst being given a tour of the facility, he met a janitor mopping the floor.

→ Kennedy asked him what he did at NASA.

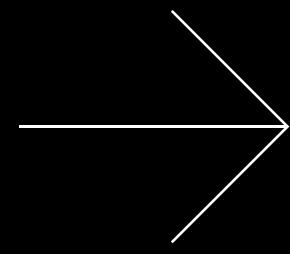
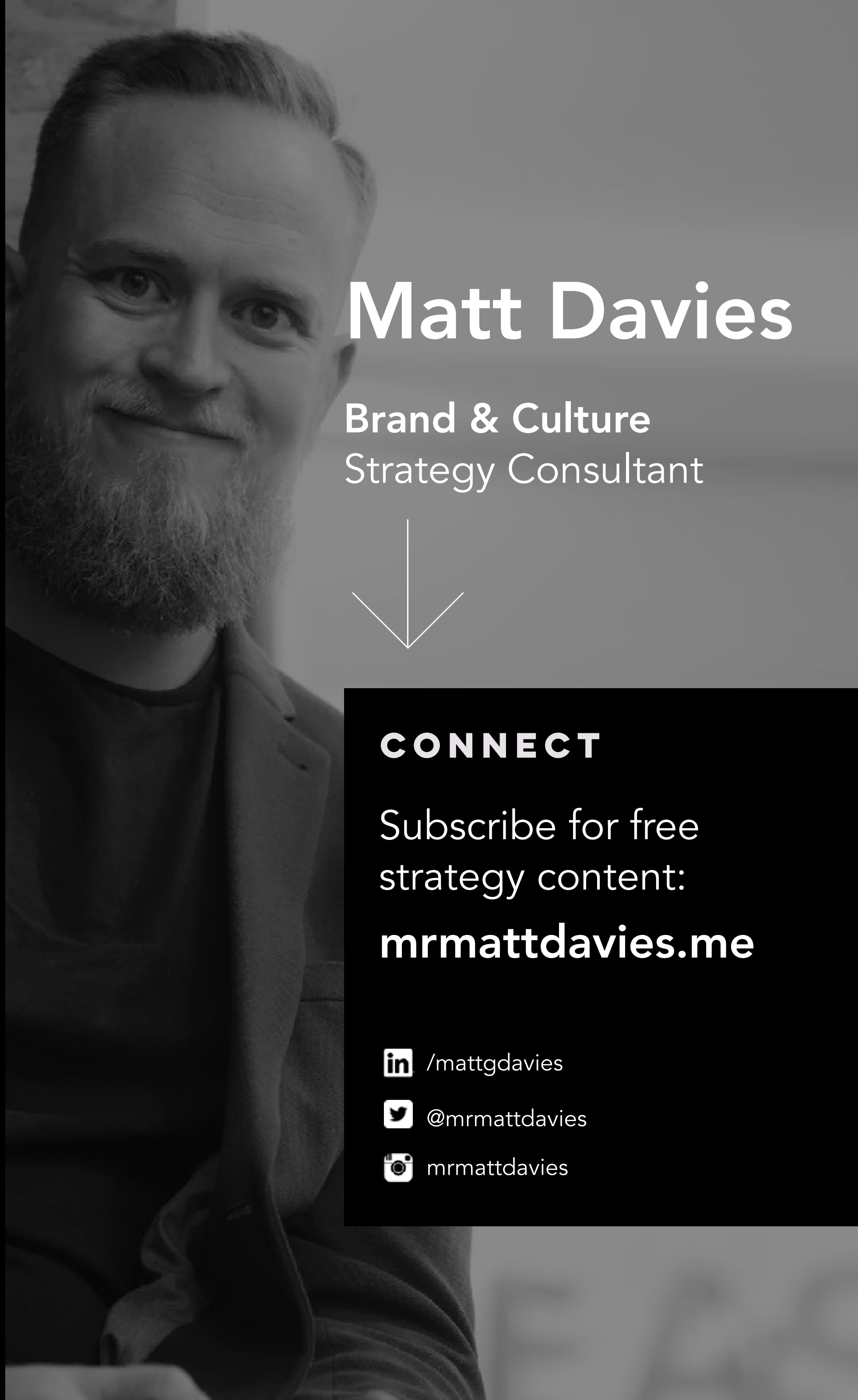
→ The janitor cheerfully responded...



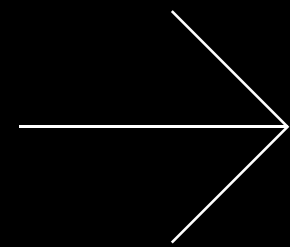


**“I’m helping
put a man
on the
moon!”**

- janitor



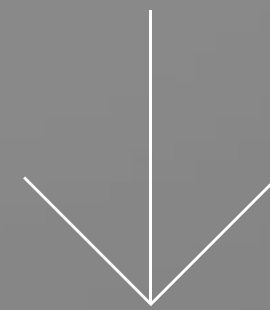
In the Janitor's mind there was no gap between what he was doing (execution) and of the purpose of the NASA brand.



Good brand strategy will bring this kind of alignment - for your leaders. And your people. And your customers.

Matt Davies

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