

Zest Test your Corporate Identity

Discovering the value of your image and reputation

When people make decisions to do business with you they first use their heart to make that decision, then rationalise their decision with their head.

Perception is reality. What your customers perceive, correctly or not, is real for them. Their perception of you, your name and a few general impressions are all they need to decide.

So how important is your image and reputation in the business environment to you? Having the right corporate identity or "brand" can be the difference between an "okay" business and a successful business.

At OTS Management we have developed a four step process of evaluating what your brand says about you and how it is seen.

This gives you the information to change the corporate identity to portray the positive factors you want people to be aware of and to continually manage that brand.

This Zest Test of your Corporate Identity is specially designed for Small and Medium Enterprises (SME's).

It is tailored to involve the key contributors to SME's, the owners and other stakeholders as well as key staff.

It is cost-effective because it is a process-driven investigation following steps designed to drill into

what matters.

The four steps involve:-



What does your corporate identity say about you?

- Planning
- Information gathering
- Analysis and
- Reporting and Implementation.

The methodology we use involves following a pre-designed program through workshops, interviews and focus-group sessions.

The process trains your people in interpreting brand design and the engagement of your people in your brand. It empowers them to carry on after the analysis has been completed by giving them ownership of the ongoing process.

In the **Planning Phase** we meet with your key people and explain the process. Communication is the key to success. We provide initial training about Corporate Identity and the role of Vision in living and being engaged in your Corporate Identity. The Vision creates the corporate identity you want to project.

In this phase we select the Zest Test Team from your people that will be involved in the evaluations. This group then assesses the key elements in your corporate identity by rating, from the customer's perspective, your main products and services, your location and physical environment, the way your business communicates formally and informally, and your people.

The Zest Test Team will then plan the following interviews to test out these key elements.



The **Information Gathering Phase** follows with a series of internal and external interviews and focus-group sessions.

The main objective of the interviews will be to find out:-

- How much people actually know about you
- What opinions or judgments have they made to what they know about you
- How clear and consistent those opinions and judgments are
- How far those opinions and judgments vary from the corporate identity which you want to project.

This phase also “audits” the internal representations of the key elements discussed earlier. Internal and external documents, signs, advertising, office design and layout, staff training - all are looked at to see how they portray an image and how far this is from the corporate identity that is desired.

Then in the **Analysis Phase** we lead your team in the summary of key points from the interviews. Our methodology uses easy to understand graphs and charts of the results.

The analysis is on why you are perceived in a certain way and will uncover issues that may not, on the surface, seem connected with your image.

In this way your team can determine the options for change.

Finally the fourth phase of **Report-**

ing and Implementation ties it all together into an easy to follow report that can be communicated to everyone, showing the need for change and how it can be done.

Often at this phase the building blocks of your image - your people and how they behave internally and externally - begin their engagement with the company’s Vision and corporate identity.

This phase will lay out an Action Plan for change - setting up the identity structure, re-training as required, explains the corporate identity and vision to all the team. Measures for the engagement of the team - how they start to act in the way the corporate identity says they should - will be set up.

Your Corporate Identity program will have an impact on branding and packaging, service standards, employment practices as well as a wide variety of other business practices.

The key to a successful identity program is to establish review and monitoring processes from the beginning in this last phase, so that it becomes a continuous program.



Teik Oh, Director of OTS Management

About OTS Management

OTS Management is a quality and value driven boutique consulting and accounting company that provides organisational development services to commercial, growth-oriented Small and Medium Enterprises who require business services, advice and coaching.

We give our clients comfort in their decision-making by providing them with our experience and independent advice that saves them time and helps them grow. Unlike other accounting services companies, our clients have significant contact with our senior people.

We meet our own high expectations in order to exceed the expectations of clients.

Our services include:

- *Change Management consulting*
- *The Zest Factor - find the zest in your organisation*
- *Strategic & Business Planning*
- *SMART Marketing workshops*
- *Team Development workshops*
- *Performance Management Systems*
- *Zest Tests - Business Diagnostics on your organisation*