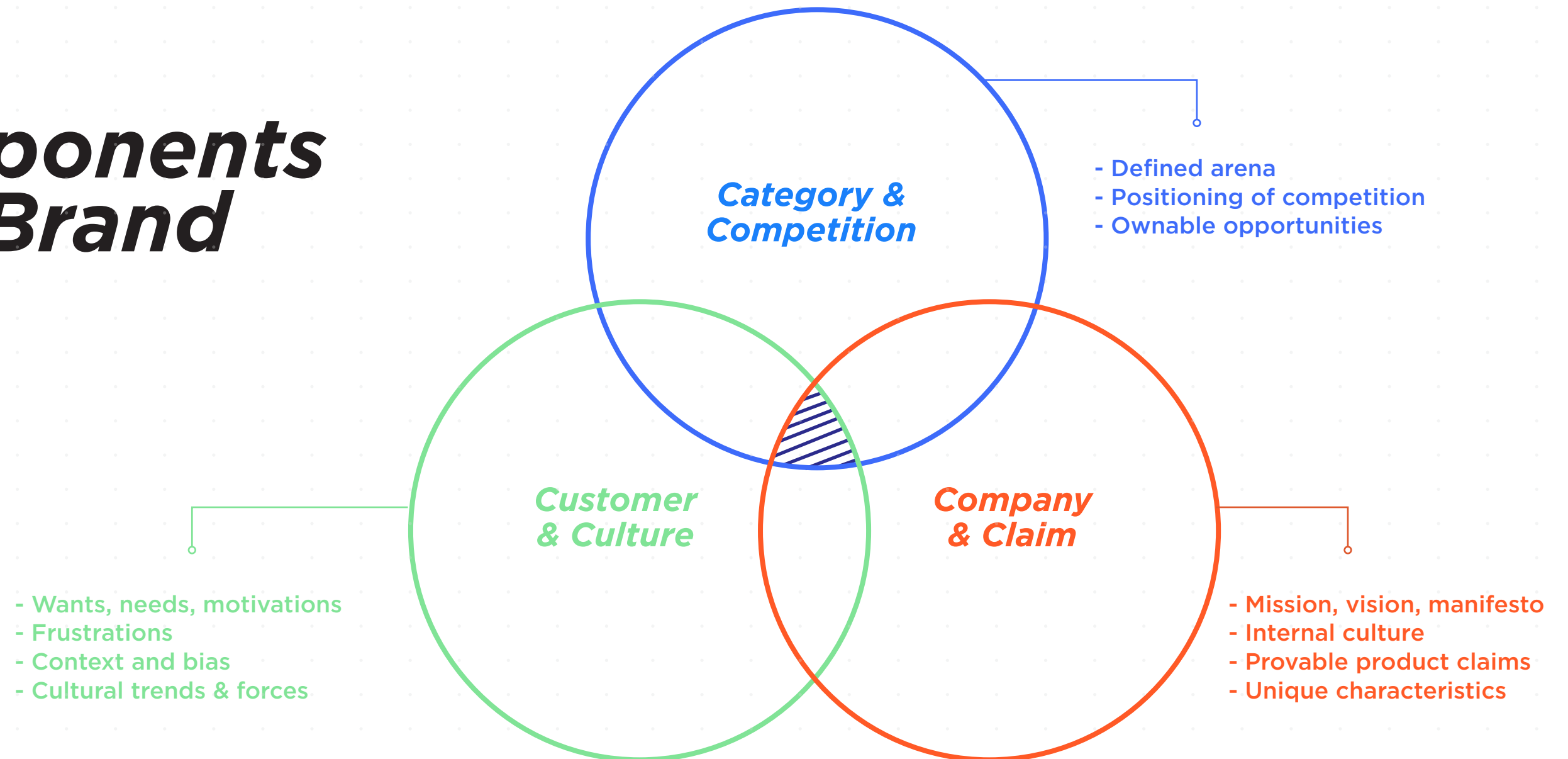




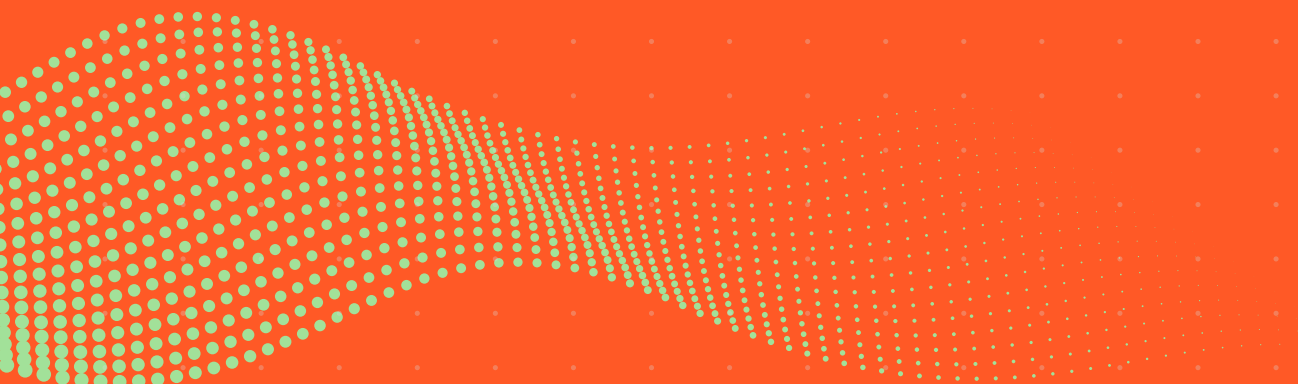
Our Brand Strategy.



The Components of a Brand



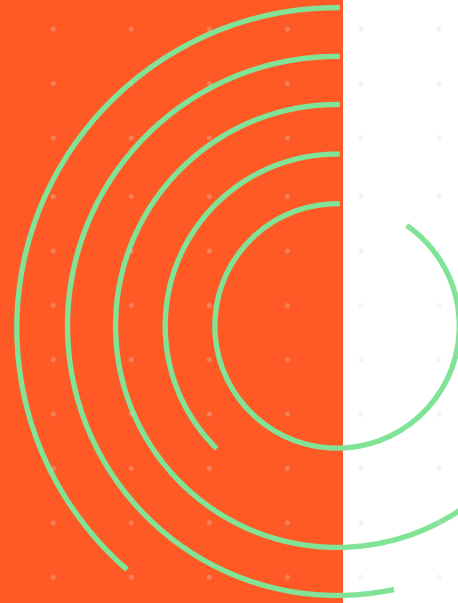
Cultural Context



Workplace dynamics have changed.

*People expect more from both their
workplace and their manager.*

*“People from all disciplines want to join a company where they will have **the opportunity to learn and grow** and to be **valued for the ideas** they bring to the table.”*



*“We have a very strong **focus on people development** at Weyerhaeuser because we know our success depends on **talented, engaged people** who are **empowered to try their ideas.**”*

Weyerhaeuser CEO Devin Stockfish in an interview with the Puget Sound Business Journal. Printed 8/9/2019.

Employees are seeking:

- *For the opportunity to learn and grow*
- *To be valued for the ideas they bring to the table*
- *To be given a voice*

While organization success, as always, depends on:

- *Talented AND engaged employees*
- *Who are empowered to try their ideas*

***If expectations
are not met,
employees are not
afraid to leave.***

***50% of staff plan to
be with a different
organization one
year from now****

**Gallup, State of the American Workplace*

*66% of employees
are not engaged
or actively
disengaged**

**2018 Gallup survey of 30,628 U.S. employees*

*Or worse yet,
they don't...but
they disengage.*

*And this change in expectations
is only set to increase...*

***Millennials will
make up 75% of the
workforce by 2025***

The disconnect between employee expectations and organizational reality makes day to day management difficult and long term succession planning and development nearly impossible.



You can't afford to avoid the disconnect anymore

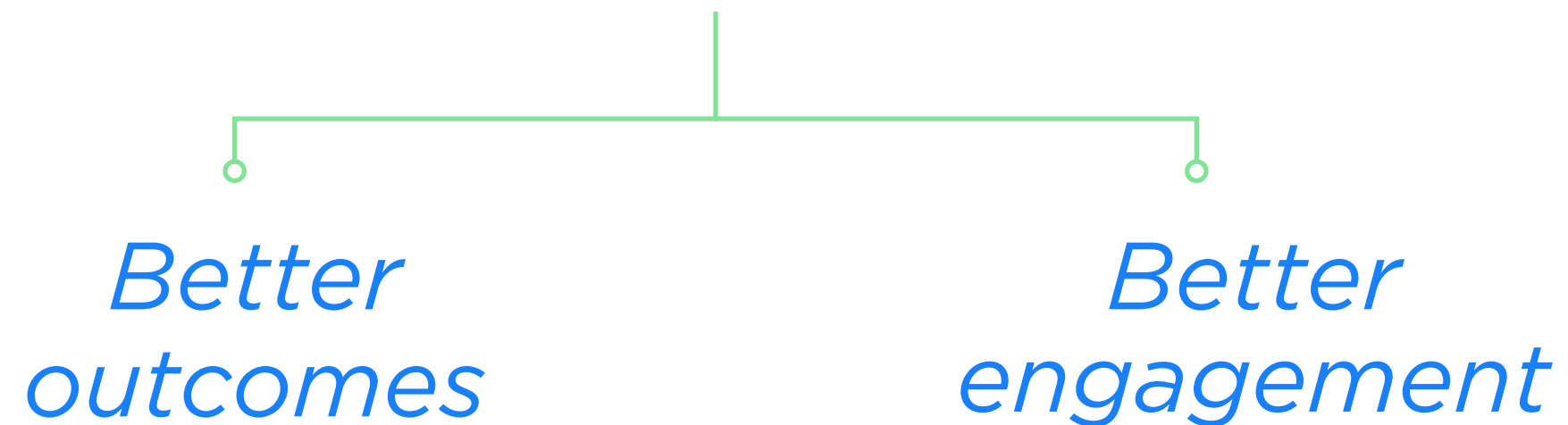
*Those who successfully
navigate the change will
reap the benefits...*

***A thriving and
engaged workforce
of future-ready
leaders***

*Those who don't will
suffer loss...*

***A shortage of new
leaders who will
continue driving
toward the mission***

We all know what we want from our people...



***But how do we get
there in this new era of
employee expectations?***

You've probably tried...

Playing training videos

Assigning leadership books

Sending them to conferences

Continuing to use the same HR tools developed in the '80s

And the result?

When was this made?

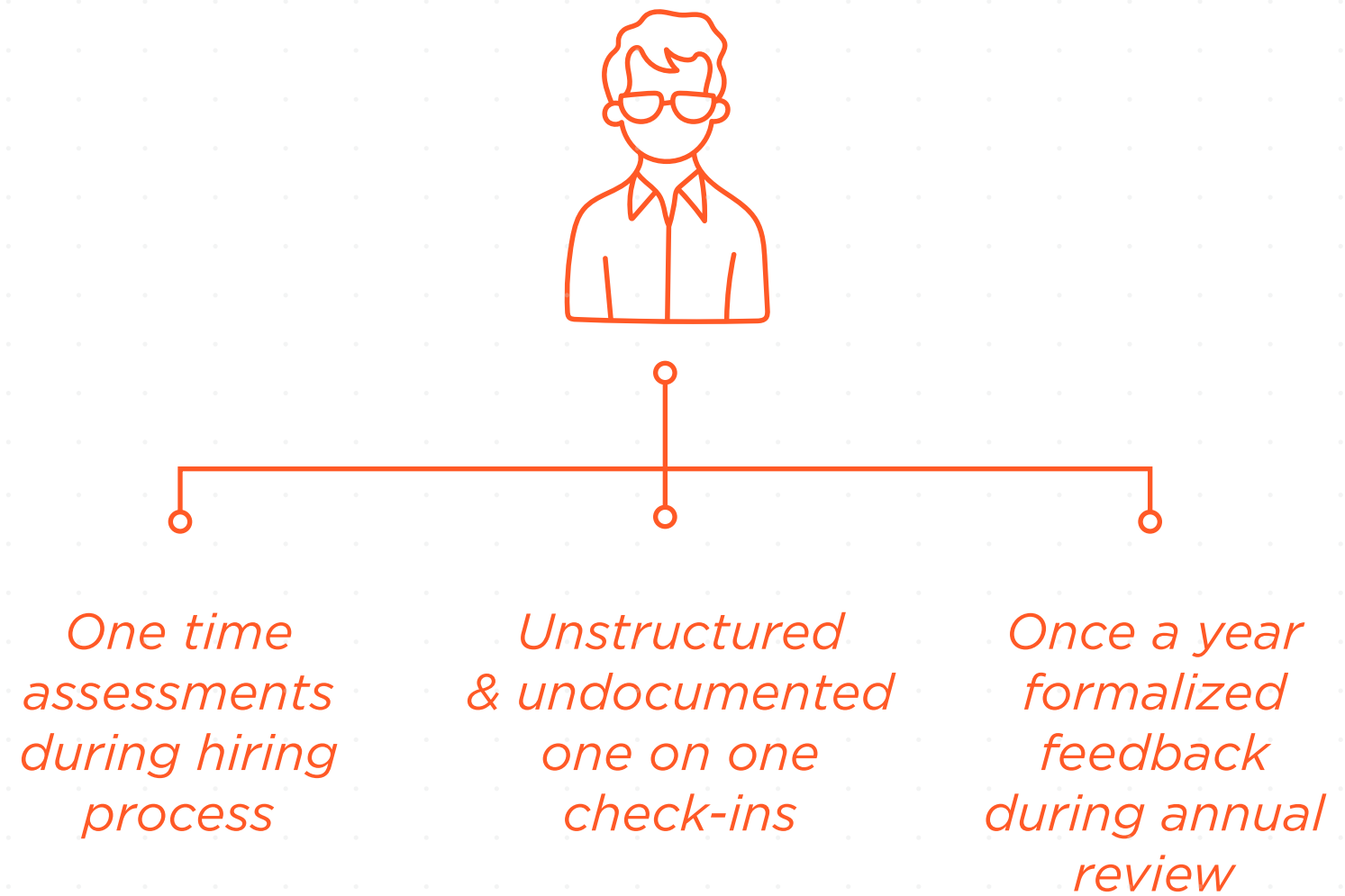
Did they get anything out of it?

Did they even read it? Do they know how to apply the concepts?

Did anything really change once they came back

Accurate record keeping, but nothing personalized, real-time or easy to use.

On top of that, existing people management systems are static and cumbersome, made for compliance rather than employee development.



Each managed using a different disconnected tool

So, what stands in the way?

●
*Busy
Schedules*

●
*Generational
Gap*

●
*Lack of
Confidence
in Leadership
Abilities*

●
*Inconsistent
Managerial
Skills Across
Teams*

●
*Feeling
disconnected
from Employees*



What's the answer?

Whole employee growth.
All managed in one simple & intuitive place



What's the result?

Busy Schedules



I am prepared

Generational Gap



I am leaving the world in good hands

Lack of Confidence in Leadership Abilities



I am actually leading others

Inconsistent Managerial Skills Across Teams



I am effective

Feeling disconnected from Employees



I know how to motivate and get the best out of each person

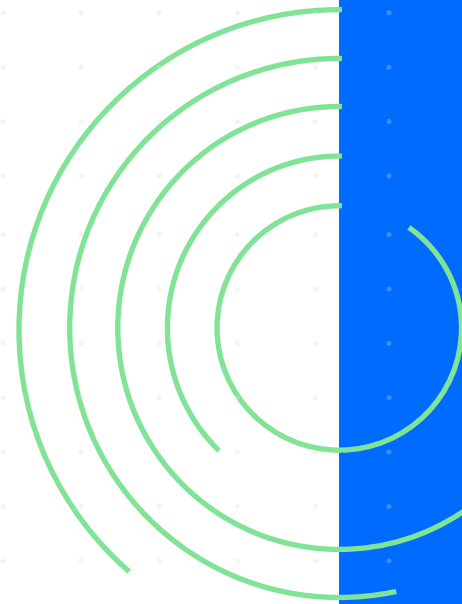
***The next generation
of people management
is upon us***

Are you ready for it?



*People management
software built for
the next generation
workplace.*

Brand Strategy
Components



- Customer Interviews
- Brand Framework
- Visual Identity & Design

Supporting Data Pulled from
Customer Interviews



While most churches lack formal, structured development plans for their employees

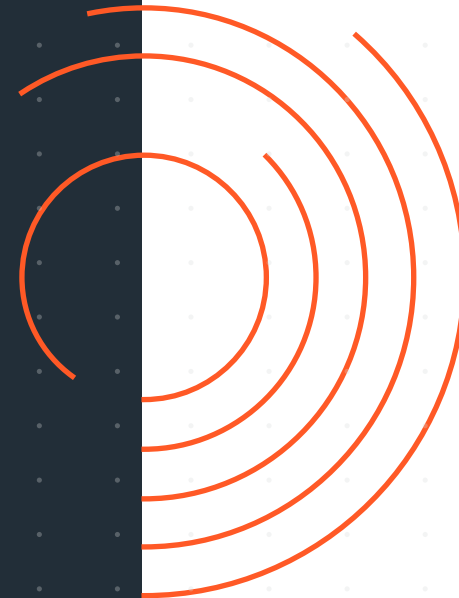
Instead, they rely on passive techniques like 'shadowing' and 'learning by being in the room.'

They feel the need for succession planning due to church planting goals and aging senior leaders.

While there is a lack of personalized progress tracking and goal setting for employees

They rely heavily on personality assessments during hiring and onboarding.

The results of these tests determine the ways employees are managed, rewarded and viewed within the organization.



Because there is a large range of managerial skill-sets within an organization

AND

Because older generations believe employees must own and initiate their own development

Many organizations only hire self-starters and driven people.

Instead of committing to a structured leadership development program for their employees.

While churches want to avoid a 'one-size fits all' solution

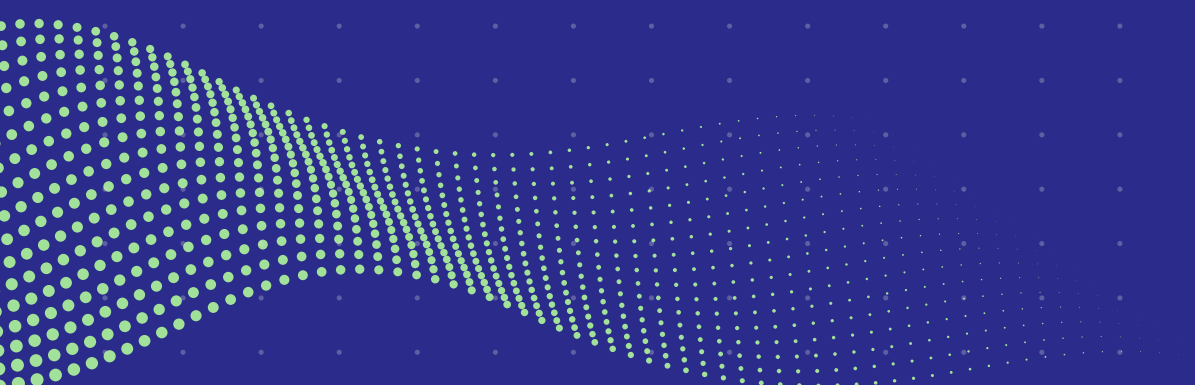
AND

They each have unique culture standards and assessment categories

They still struggle with a lack of communication and focus across all levels of the organization.

Showing the need for a flexible 'one-size fits one' framework which can also scale across employees and departments.

Brand Framework



Brand Arena:
**the established category your
product best fits into.**

- This makes it easier for potential customers to find you and quickly understand the essence of what you do.
- It is extremely rare, and difficult, to create a new category.
- We don't differentiate on arena, we differentiate within the arena.

When our customers search for solutions, they look in this industry category...

People Management Software

Which falls under the bigger umbrella of...

Human Resources Software



Competitive
Landscape



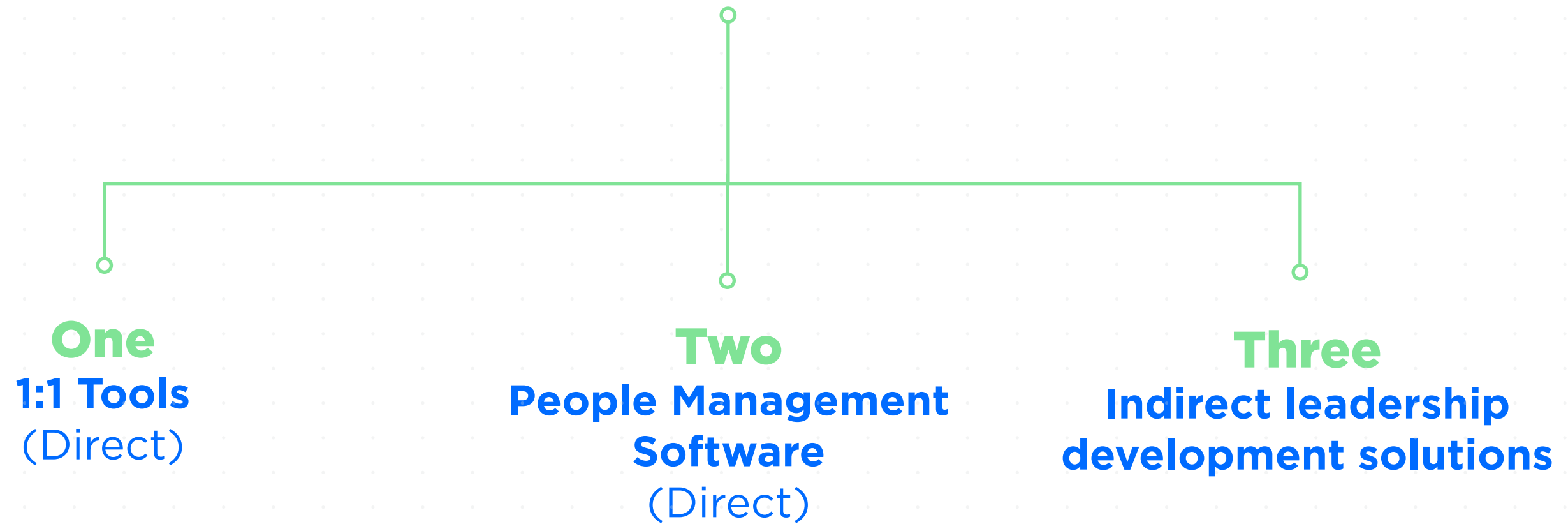
Direct

Solves the same customer problem in a similar way, i.e...developing leaders using software

Indirect

Solves the same customer problem but in a different way, ie...developing leaders using conferences

Three competitive areas explored



ONE & TWO

1:1 Software and People Management Software

Grow Managers

Lighthouse: Lighthouse builds better managers.

Fellow: An app designed for managers and their teams. Manager's co-pilot. Modern workplace.

Soapbox: The manager's sidekick! Let us do all the work for you! The agenda tool which fuels your 1:1. Save time, communicate better.

Reflektive: The first people management platform that helps employees and managers work better together. Our vision is to help people reach their full potential.

Grow People & Potential

Lattice: the people management platform, forward thinking companies, help us make work better, drive performance & engagement.

Bob: the platform that grows people. Transforming the workplace experience, together.

Impraise: people enablement platform. Grow your people, grow your business. Unleash potential. Always be learning.

Smarter, Modern Data-Driven Tech

Core: smarter HR tech that delivers proven ROI, future-focused technology

Ciphr: HR software that connects you to your people data. Manage entire employee lifecycle.

Cezanna: smarter HR software, modern, modular.

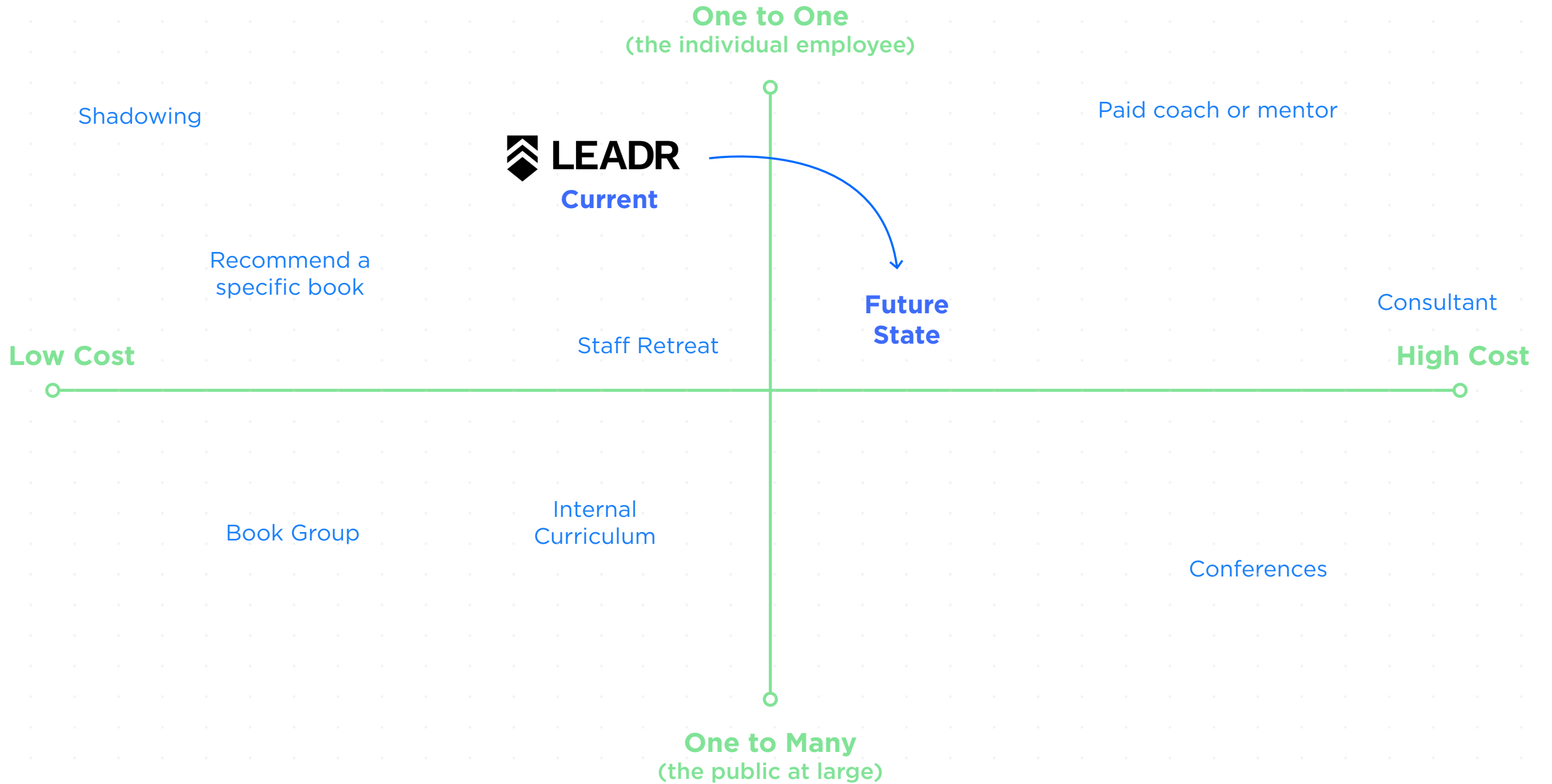
Continuous, Flexible

Peoplegoal: flexible, your way

15Five: Unlock the potential of your entire workforce. Continuous employee feedback/performance management made simple.

THREE

Indirect Leadership Development Solutions



Positioning

The unique and defensible space you want to carve out in the mind of your customers and in the industry.

Thought Starters

Humanizing HR: What if we focused on the people, the front-line employees. HR = heart rate or the pulse of an organization. Could we make this relational rather than transactional?

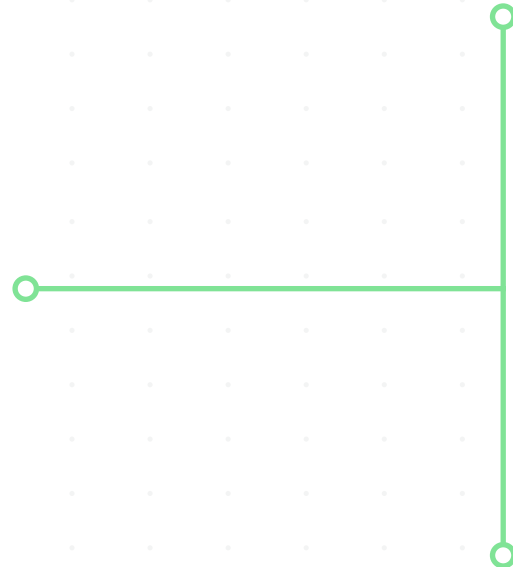
Coaching: What would it take to make every manager a coach, rather than a boss?

Culture Shift: Could HR Software transform the culture of an organization?

Continuous Improvement: Can we align with the continuous improvement process (a very familiar process improvement methodology which has not yet made it into the HR space)

Next Generation: What types of HR software and employee/manager interactions will define the next wave of the workplace?

Additional areas of exploration



7/23

- Where leaders go to grow
- The best/most/proven way to develop high performing teams
- The best/most/proven way to develop the next generation of leaders
- Succession planning from day one
- Meaningful/effective conversations with every employee
- HR software built on Biblical principles, translated into the marketplace

7/26

- HR with a heartbeat
- Turning every manager into a coach
- The next generation of HR software
- Continuous growth for every employee
- Holistic continuous improvement
- HR software built on continuous improvement principles (Kaizen)
- Effective coaching for every employee
- On the path to progress
- Every manager a coach. Every employee a voice

8/14

- Next generation people management software
- Next generation HR software build to continuously listen and progressively grow every employee
- Be the perpetual catalyst
- Every manager a coach. Every employee a voice
- Better every day

Leadership Development Software.



Since leadership development software isn't a defined arena, we will attempt to own this as our positioning within people management software.

Promise

The something bigger you stand for. Often internal facing. Ideally stays the same even as the company grows.

Thought Starters

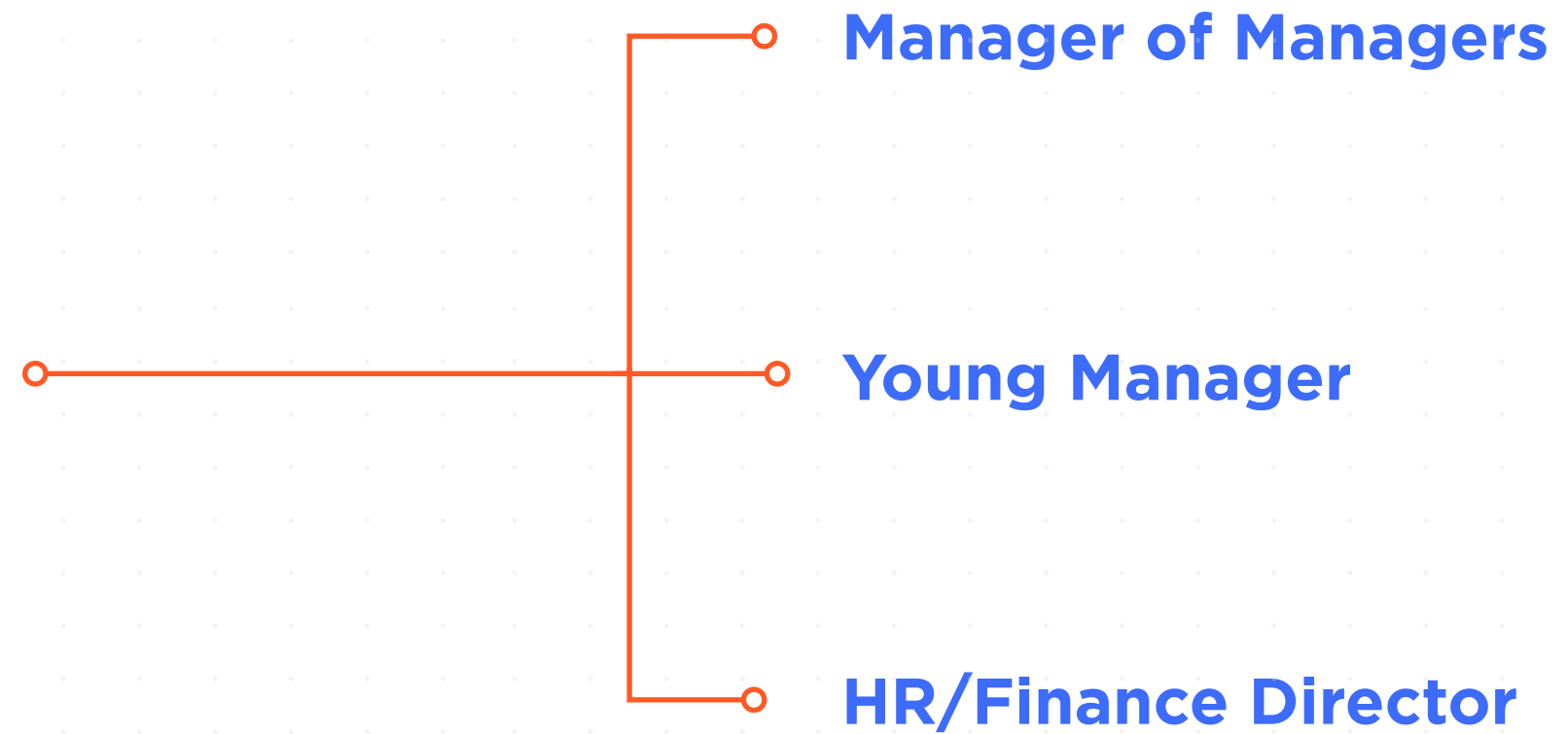
Inspirational & Compelling
PLUS Tangible & Credible

- Meaningful conversations with every employee
- Effective coaching for every employee
- On the path to progress
- Every employee a voice
- Find something that resonates today and applies to HR

***Every manager a coach.
Every employee a voice.***

*This promise statement is both
inspirational and compelling. It also
provides direction towards building a
tangible and credible solution to back
up the promise.*

*Recommended
Marketing Personas*





Bio

- Manager of managers, seasoned, experienced leader
- Feels out of touch and out of time.
- May lead from one level removed. Executive level. May have no direct supervisor.
- Typically a visionary, not detail oriented.
- Wants their voice heard across the organization.
- Sees their role as casting vision and instilling purpose.

Trigger Points

- I'm a manager of managers and our company recently started surveying employee and customer satisfaction. Both sets of scores are coming back lacking. I know something needs to change in the way I am influencing across multiple levels of the organization.
- Just lost another good person, too much turnover. We can't seem to keep our best people and I'm not sure why.
- Attracting and retaining top talent is crucial to the success of my business. I need to outshine my competitors in this area, it's my only chance.
- We grew quickly and almost overnight lost our identity and cultural standards. When we tried to hold people accountable, we realized we didn't have these standards clearly articulated or documented anywhere.



Bio

- Young, new or entry-level manager of employees or volunteers
- Feels underprepared and intimidated.
- Has personal performance objectives to balance with responsibility to develop others.
- While they may understand the principles of leadership, putting it into practice in real-life scenarios proves challenging.
- Although they may never express it vocally, they are looking for a 'guardrails for new leaders' type tool

Trigger Points

- Just promoted (or increased in responsibility) and I've never managed at this level before. People look up to me now.
- Just started a new role and I want to make good impression, build morale with team, and create a culture of engagement. It's hard to get new routines in place after you've been at a role too long, best to start them at the outset.
- I'm not a manager yet but I'm on the growth track and it's my primary career ambition right now. I want to be prepared before they give me the promotion.



Bio

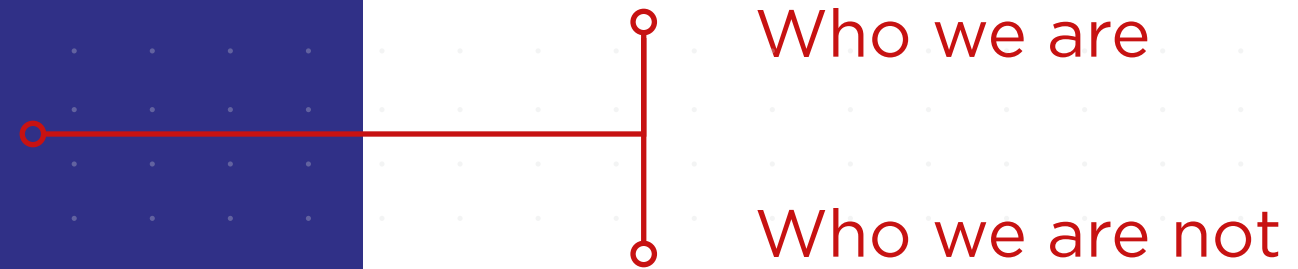
- Feels too far removed with little control.
- Responsible for employee well-being and organizational health, but little direct 1:1 employee contact.
- Got into HR to make a difference, has high empathy. But now stuck dealing with organizational problems and compliance.
- Wants to spend more time proactively helping people, rather than reacting to issues, doing paperwork and conducting exit interviews.
- Typically, a church or organization will hire an HR director around ~50 staff

Trigger Points

- Just lost another good person, too much turnover. We can't seem to keep our best people and I'm not sure why.
- Our company recently started surveying employee and customer satisfaction. Both sets of scores are coming back lacking. I know something needs to change in the way I am influencing across multiple levels of the organization.
- We just had another terrible staff meeting. I know we have a communication problem, but I don't know how to fix it. It's really hurting the culture.
- Reviewing the annual budget and we spend a lot of money on conferences. What return do we get on those? Is there another option?

Personality

If the brand was a person, how would they look, act and behave.



We are...

The Seasoned Coach

- Highly practiced
- Confident because of first hand knowledge
- The Guide

Invested

- Side by side
- Determined
- Focused

Taking you on a simple path

- Empowering
- Articulate & easy to understand
- Practical, tactical, tangible

We are not...

*The hero or the center
of the story*

Shortcutting the process

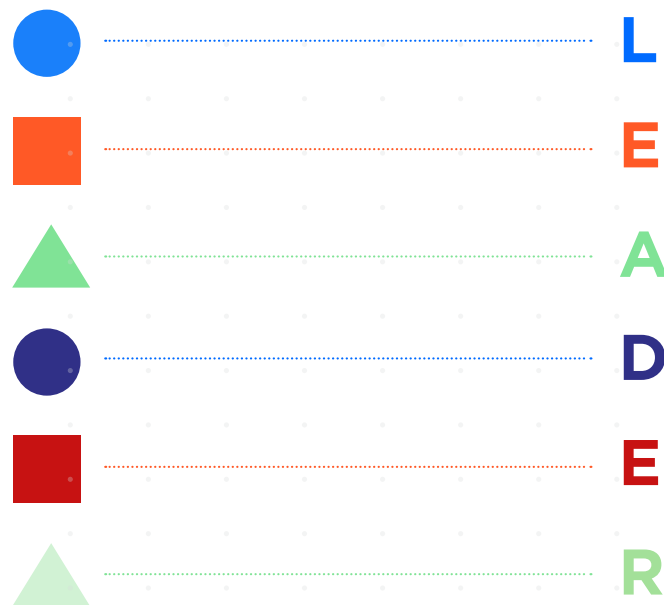
- We won't drop you off in a helicopter
at your destination

Boring or Stale

Archetype

We interact with our customers as a...

Translator Guide



- As the Translator Guide, we do not carry the message, we simply carry the meaning to the message.
- Without hesitation, we walk side by side with the messenger into the jungles, down the river and onto the front lines.
- Confident and highly practiced, we know the route as clearly as we know the native language. Acting as a guide, we instruct as we go - this is the way, walk in it.
- While hardships may confront us, determination steadies our hand, and a focused vision settles our heart. There is a great prize ahead, a people unreached, waiting to hear a message.
- Upon arrival, all who hear marvel. Not at our abilities, but rather that the message was made so clear.

BRAND PROMISE

Every manager a coach. Every employee a voice.

POSITIONING

**Leadership
Development
Software**

BRAND ARENA

People Management —→ **HR Software
Software**

WE PROVE OUR POSITIONING & PROMISE BY DELIVERING

**Whole
Employee
Growth**

**Powered by:
Personalizing
Coaching**

**Customizing
Learning**

**Measuring
Progress**

LONGER STORY

Across the board, organizations are not developing leaders fast enough. The systems, tools and frameworks used in the workplace to manage people are broken, resulting in piecemeal solutions, one-off assessments, temporary leadership fads, perks instead of progress and a failure to prioritize the individual front-line employee. And yet, what if

continuous growth for every employee was possible? What could you accomplish? We believe it is and we're building the next generation of HR software to help you implement it. Every employee progressing. Every manager a coach. It's time for a new way to manage our most valuable asset. **Leadr HR: every day leadership development.**

SAMPLE TAGLINE

Leadr HR: every day leadership development.

PERSONAS



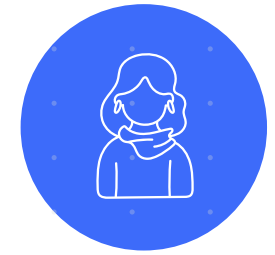
Manager of Managers

- Feels out of touch and out of time.
- May lead from one level removed. May have no direct supervisor.



Young/New Manager

- Feels underprepared and intimidated.
- Has personal performance objectives to balance with responsibility to develop others.



HR or Finance Director

- Feels too far removed with little control.
- Responsible for employee well-being and organizational health, but little direct 1:1 employee contact.

PERSONALITY

We are:

The Seasoned Coach but not the hero

Invested but not shortcutting the process

Taking you on a Simple Path but not boring or stale

SHORT STORY <150 CHARACTERS

People management software built to turn any manager into a coach. Gather feedback, deliver learning and progressively grow every employee.

ARCHETYPE

As the Translator Guide, we do not carry the message, we simply carry the meaning to the message.

EDITORIALLY

We are:

- 1. Articulate & Easy to Understand.** Inspiring hope that greatness is possible.
- 2. Supported by at least one piece of data,** visualized when possible.
3. With at least one **practical leave behind** or clear next step.

Visual Identity & Design

*Updated visual identity, showcasing
our value propositions and
positioning through design*

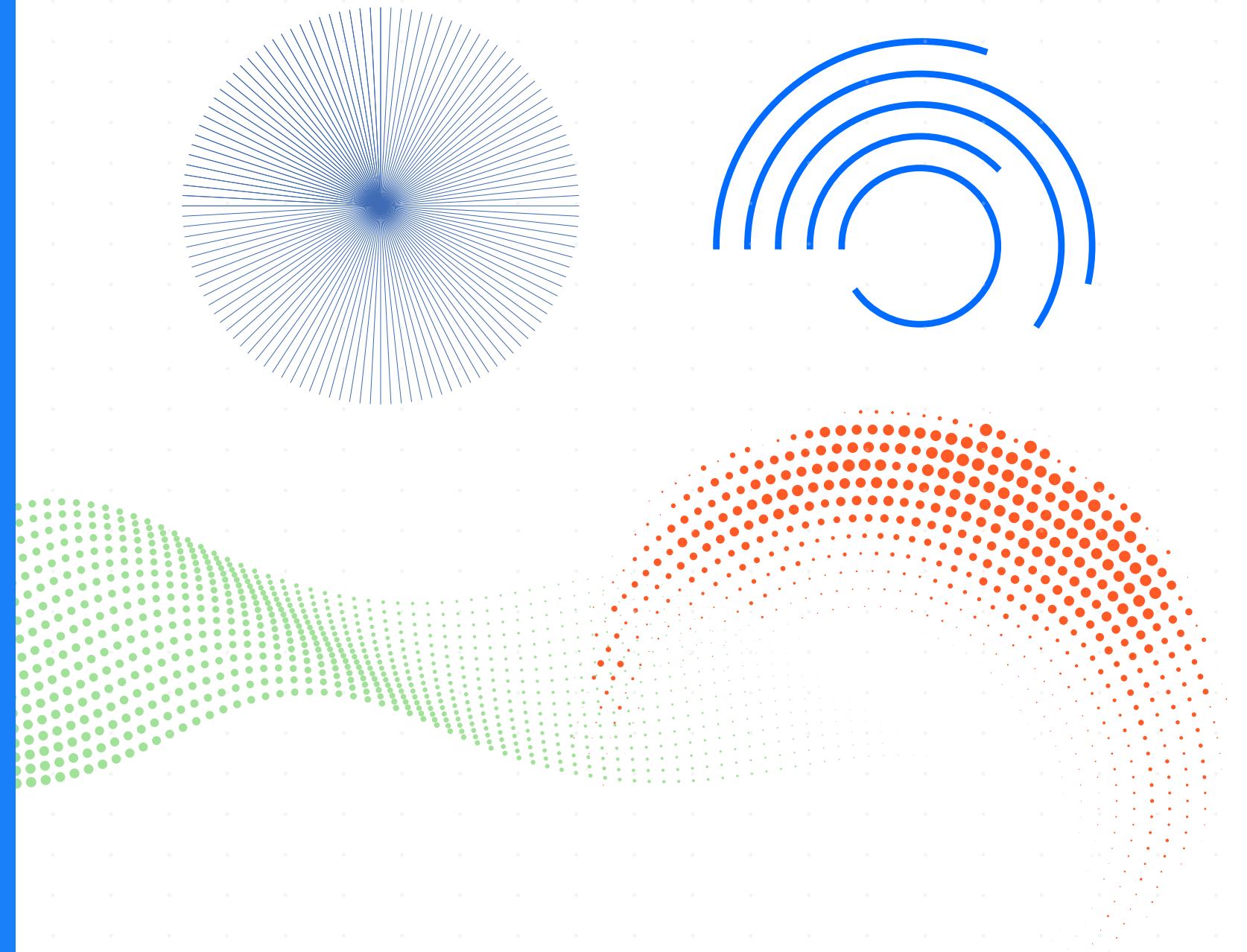


Graphics & Shapes

Fluid graphics representing continuous progress and improvement.

Dot repetition and circles to represent small improvement everyday.

Echoes data visualisation.



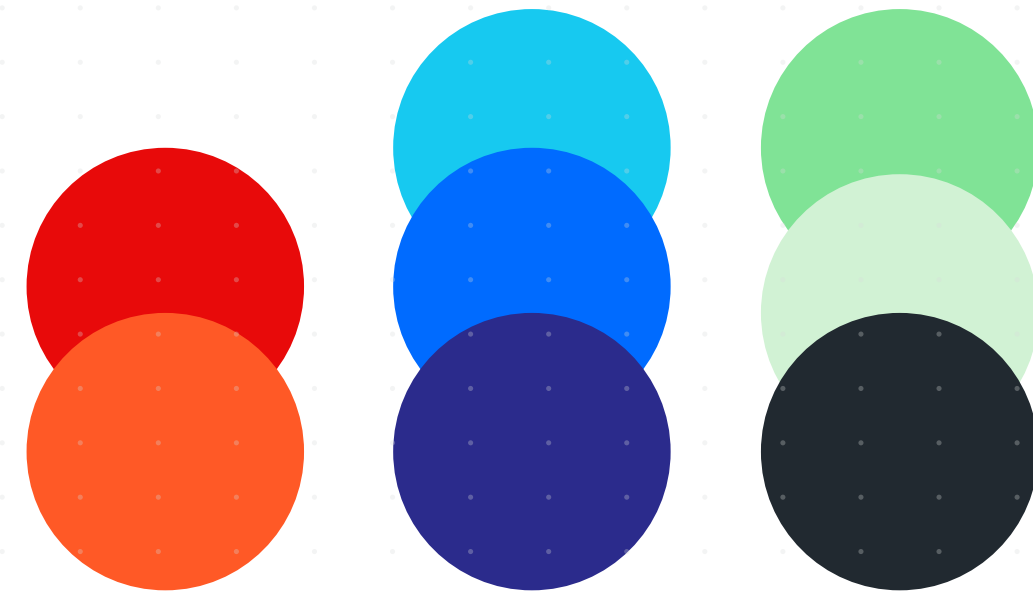
Clean Lines

*Clean Lines & Compartmentalized
(Articulate, Showing a simple path)*



Colour Palette

Bright & Bold
(Invested, Empowered, Brave)



Typography

Clean Sans Serif
(Italics for forward movement)

Gotham Bold Italics

Gotham Medium Italics

Gotham Book Italics

Gotham Light Italics

Gotham Extra Light Italic

Gotham Bold

Gotham Medium

Gotham Book

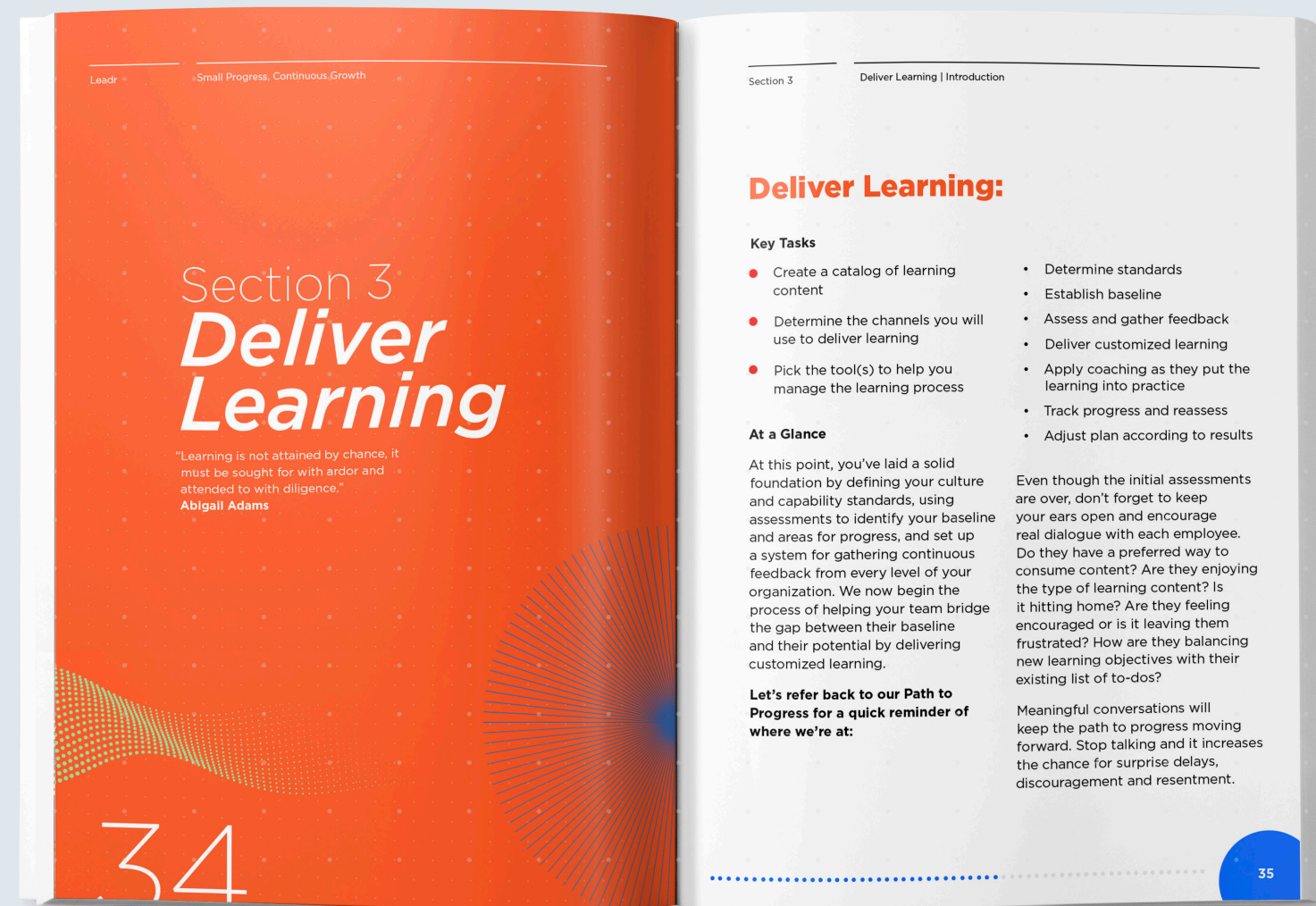
Gotham Light

Gotham Extra Light

The Guide



The Guide





Thank You.

