

instincts

Instincts is a monthly publication on branding for clients, associates and friends.

Leading and inspiring all those who touch the enterprise
to understand, embrace and enhance the power of your brand.

Beddoe Due for Takeoff

This newsletter breaks my heart...



Instinct has a stated Core Purpose to protect North American businesses and our privileged way of life - and a Vision to do it by challenging and supporting senior executives to have a deep understanding of Brand where to date, there has been little to none. The coaching model that guides us in this quest is comprised of the instinctive brand leadership traits of entrepreneurs - focus, passion, consistency, and truth.

Four years and 48 issues of this Brand newsletter are laced with positive references to WestJet, in admiration of how the upstart airline has made it big in one of the world's toughest industries. Much of this credit was directed to CEO Clive Beddoe, who walked the talk and was - as we coach CEOs to be - a true CBO (Chief Brand Officer).

A Brand is what people think of you. Your brand is therefore affected by everything that you, the company and its representatives do or say. Brand is also the culture of an organization - and the root of a strong culture is its authenticity. Mr. Beddoe, through his actions, has put not just his own authenticity in serious question, but that of WestJet itself. No organization can have among its corporate values the statement "we are honest, open and keep our commitments" and then demonstrate it not to be so.

What did the Brand Coach coach?

Clive needs to step away from his role and put ahead of his own interests the 5,000 employee owners and their culture, the other shareholders, and the company he has built. Their hundreds of thousands of customers need to see that the commitment is real and that all WestJetters really do care.

If their Brand promise was cheap prices at any cost, then maybe Clive could have hung in. Bad Boy appliances just might be a good fit Mr. Beddoe's Brand of behaviour. But not WestJet.