

instinct™

Instinct is a monthly publication for clients, associates and friends of brand coach.

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

Be the corporate mythographer.

As Four Seasons Hotels legend has it, that a doorman was so in tune with the corporate passion to serve, that without asking and using his own funds, he followed a guest by plane to return a forgotten briefcase in time for an important meeting.



Canada's largest privately-owned printing company, St. Joseph's Corporation [so named after the Patron Saint of Workers] also has a story. It is said that their founder literally walked out of a lucrative partnership deal when he discovered his company at moral odds with the potential partner's decision to continue to print Penthouse Magazine, a contract stemming from a previous acquisition.

At MDS Inc., the health and life sciences company, the employees recount with tearful pride how their leaders at once, *walked the talk* of one of their stated Core Values – **Genuine concern and respect for people** – and sent a major financial donation to the American

Red Cross on the afternoon itself of the 9/11 tragedy.

What would brand coach suggest?

Brands are what people think of you. Stories build brands – stories of who we are as a company, why we do what we do and where we're going. All of the well-intentioned printing, plaqueing, framing and verbal listing of Corporate Values, Vision Statements and Quality Measurements, won't have the viral communication power or clarity of those engrained in stories.

As CEO come CBO [Chief Brand Officer], there is a critical role as corporate mythographer – to seek, sculpt, catalogue and tell the stories with purpose, pride and humility.