



# “The problem is not in the thinking. It’s in the doing.”

—Paul Stewart, CEO ON-Brand Partners

High performing organisations are good at creating energy and momentum around their strategic focus – and in particular, on getting their people and partners engaged and aligned with the strategy.

ON-Brand Partners is an international business partner committed to **making a positive difference**, to **lift performance** – of individuals, teams and entire organisations – through our ‘ON-Brand’ approach to **strategy integration**.

We work alongside our clients to create ‘Exciting Companies’ – **inspiring, aligning and enabling people** at all levels of an organisation to **work together more effectively to execute the strategy**.

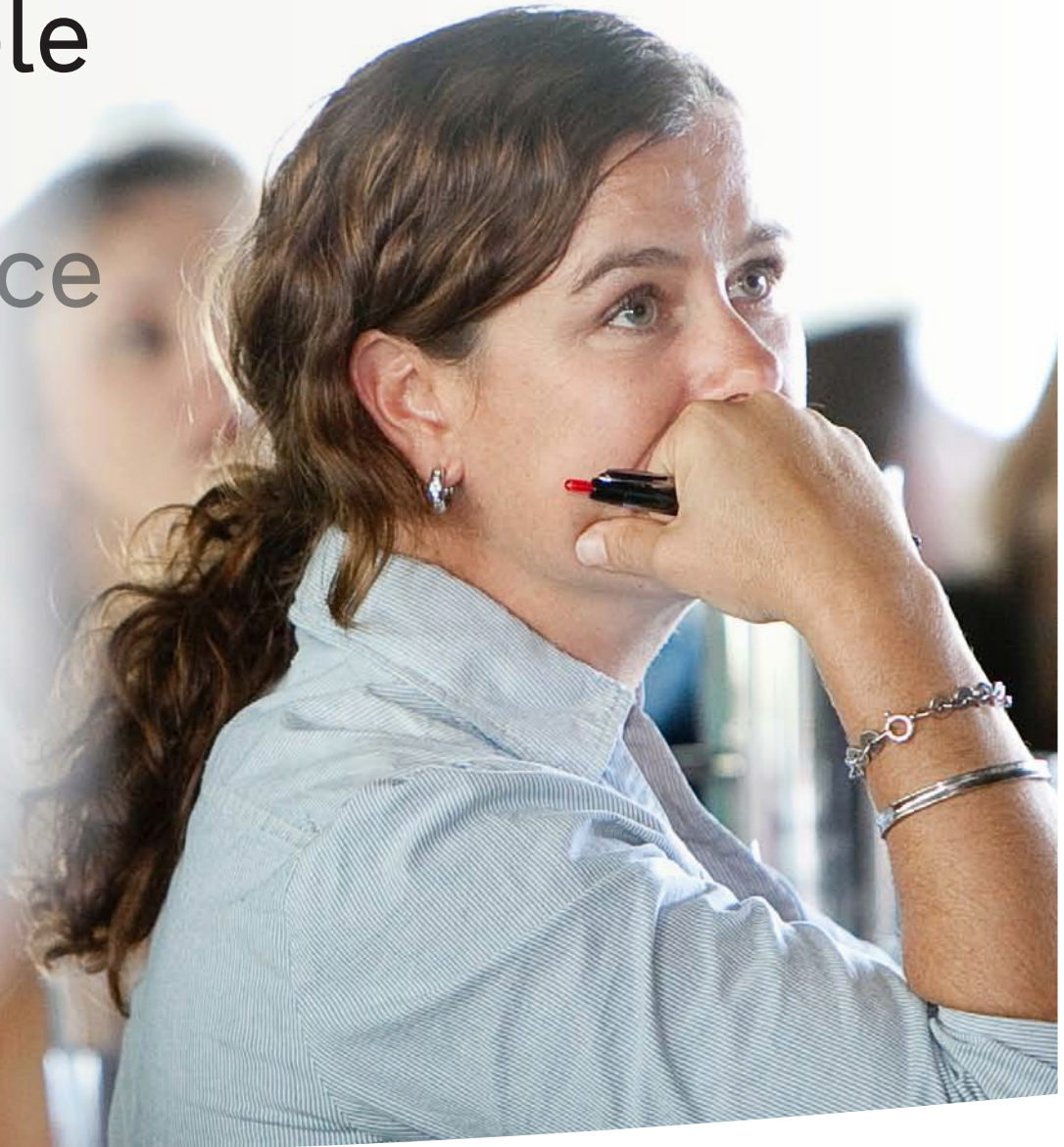
**The focus is on delivering sustainable measurable results** – ensuring that everyone understands their role in the bigger picture and providing them with necessary skills, tools and resources, together with the motivation and confidence to act.



# Connecting people and strategy for better performance

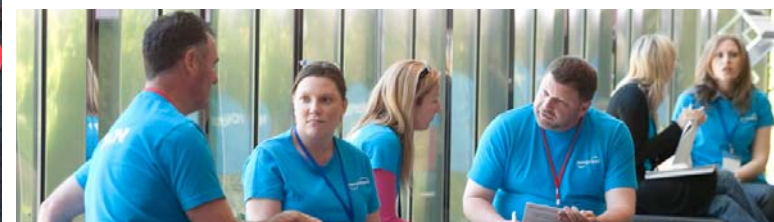
Our ON-Brand approach has been successfully employed to address a wide range of organisational challenges:

- Aligning staff with the direction of the business
- Delivering a brand-aligned service experience
- Developing leadership capability
- Creating greater collaboration/teamwork
- Lifting sales performance
- Simplifying and improving processes and procedures
- Preparing teams for major business changes
- Improving customer complaints handling
- Strengthening the employer brand
- Building stronger customer relationships.





“ OBP’s partnership with our senior leadership team is invaluable; it is making our overall business strategy come alive. ”



# Why partner with ON-Brand?

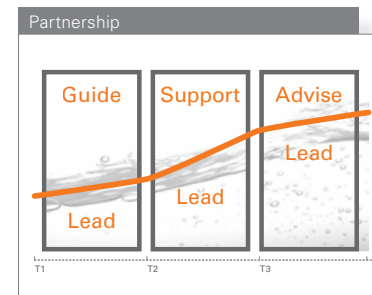
A proven approach that delivers results, supported by easy-to-use frameworks, tools and resources.

Strategic thought leadership, with a focus on sustainability and continuous improvement.

An experienced and capable team, with specialist skills in:

- Strategic planning and implementation
- Organisational development, instructional learning design
- Training and Facilitation
- Brand and marketing strategy
- Visual design and communications
- Event design and delivery
- Leveraging online tools to facilitate collaboration.

A genuine commitment to partnership – we support our clients to lead the process.



We'd love to share some of the case studies, metrics, [stories](#), video clips and [testimonials](#) we have that demonstrate both the 'hard and soft' results an ON-Brand initiative will generate. Visit [www.onbrandpartners.com](http://www.onbrandpartners.com) for more information or we can put you in touch with some of our clients.



# ON-Brand Partners

## Our services

### Brand Alignment

Connecting people to the business so everyone knows what they are aiming for.

Vision/Goals/Strategies/  
Brand/Purpose/Values

### Performance Enhancement

Stretching people to deliver better performance.

Challenge/Productivity/  
Change/Sales

### Branded Customer Service

Delivering brand-aligned service.

Experience/Quality/  
Basics/Recovery/Process

### People, Leadership and Culture Development

Growing people and getting them to work effectively together.

Leadership/Management/  
Communication



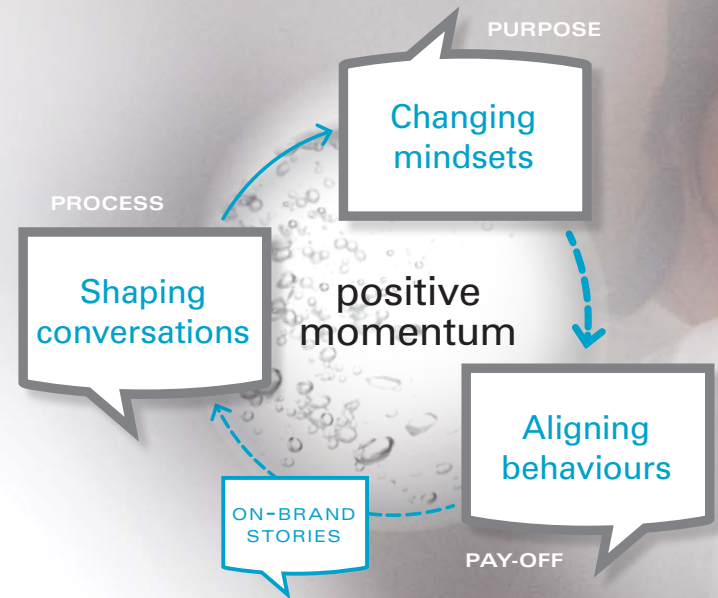
# Core promise

The central challenge is not strategy, not systems... it is changing people's behaviour." —Kotter and Cohen, The Heart of Change

Changing mindsets (sub-conscious organisational beliefs) is at the heart of our approach. This is the basis of developing new patterns of behaviour which create positive momentum and turn strategy into action.

The primary impetus for this is through 'shaping the conversations' happening within the organisation (at all levels). This principle underpins how we develop tools and interventions.

"Stories are the secret reservoir of values: change the stories individuals and nations live by and tell themselves, and you change the individuals and nations." —Ben Okri



# Core principles

OBP's approach uses a number of its own frameworks and methodologies – but each solution that we build is specific to the needs of the client organisation, and the people involved.

Key underlying principles include:

**Integration of strategy and culture** – while an increasing number of organisations recognise that culture is a key driver of performance, the 'culture' stream is often run in parallel with strategy. Our focus is on integrating the two, so that the culture is constantly nurtured through 'business as usual' activities. We use an organisation's brand as a core device to link intangible and tangible drivers of performance, and create a common framework for decision-making and behaviour.

**Building on current strengths** – in contrast to typical problem-solving methodologies, we focus on what is already working (and try to build more of it) and then use those skills, qualities and processes as foundations for growth.

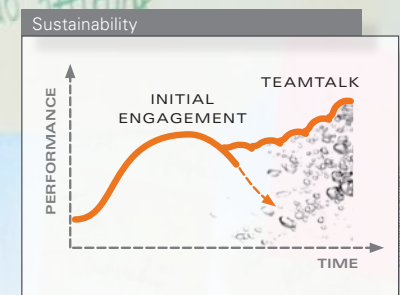
**Creating a learning organisation** – our approach to organisational culture is about creating an environment of constructive collaboration. We achieve this through rich dialogue, where groups and individuals explore possibility together, developing powerful insights that influence behaviour in the long-term.

**Sustainability** – our TeamTalk approach provides a business framework to 'shape' positive conversations and drive action at all levels across the business on an ongoing basis, on topics that are important to the business.

Many change initiatives fail because they run out of steam. Our focus on building internal capability coupled with the ongoing TeamTalk framework, ensure momentum is sustained.

**Internal capability** – our approach is directed at achieving a high level of commitment from management and staff, and at the same time equipping them with the capability to lead, manage and run the process themselves.

**Collaboration** – we complement face-to-face initiatives with online tools to build collaborative, sharing organisations that transcend teams, departments and geographies.



Over the past five years ON-Brand Partners has worked on complex challenges and delivered outstanding outcomes for service and retail organisations in New Zealand, Australia, Asia, the UK and Europe.

Here's what some of our customers say:

“The real power of ON-Brand is that it provides us with the means to deliver strategy and implement change faster and more effectively on an ongoing basis.”

“The change in mindset and thinking is resulting in incremental positive change.”

“The process and methodology ON-Brand Partners took us through has helped us quickly build momentum and confidence. Their focus on creative design, engaging events and aligning strategy and actions is powerful and exciting. And our results have certainly demonstrated the value.”

“WoW! has become an integrated and key part of our brand and business strategy. We arrived at this unconventional approach through OBP continually challenging our thinking and setting our Exec team stretching aspirations.”

“It has acted as a vehicle to communicate and break down the silos between teams, making life within the organisation a much more conducive and friendly environment.”

“The brilliance of this approach is that it provides the executive team with the vehicle to constantly implement our strategy through our people. The process is part of our DNA and pivotal to how we operate.”

“This has become an integral part of our brand and business strategy – one that needs to be understood and delivered by everyone. It is resulting in us making thousands of improvements to the way we do business simply by harnessing our colleagues' ideas.”

# Let's talk

If you want to create an exciting and high performing company, and would value a fresh perspective on your strategic challenges – we'd welcome the opportunity to talk to you, listen to you, and share some of our experiences and insights.

## Contact us:

**ON-Brand Partners:**

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Website: [www.onbrandpartners.com](http://www.onbrandpartners.com)



*Branded Customer Service* – internationally acclaimed book co-authored by Paul Stewart (Founding Director and 'CEO Talker' of ON-Brand Partners) – sets the foundation for new ways of thinking and operating.

### Example of key initiatives

**UK:** Creation of a branded customer service experience for major retailer

**Greece:** Strategic alignment of an international consulting organisation across 35 countries



**New Zealand**

- Customer experience and cultural transformation
- Turnaround strategy to address long-term underperformance

**Australia:** Improved change readiness for major IT system implementation

**Malaysia**

- Implementation of global strategy in Asian markets
- Creation and launch of a whole new bank with a differentiated customer proposition