

Challenge the Norm

Dare to be different, to defy expectations. Use data to uncover hidden opportunities beyond the “we put customers first” and “we offer superior service” clichés. Innovate experiences that cater to your community’s unique needs, creating win-win scenarios that build trust and loyalty.

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| <p>ACTION 1:</p> <p>Community Catalyst</p> <p>Go beyond marketing, become a driving force in your community. Organize events, support local causes important to your customers. Contribute to your community and show your shared values.</p> <p>EXERCISE:</p> <p>List three ways you can connect with your community in a bigger way.</p> | <ol style="list-style-type: none"> 1. 2. 3. |
| <p>ACTION 2:</p> <p>Empower Employees</p> <p>Encourage employees to share ideas and find better ways. Create a culture of innovation where “failing forward” is embraced as a learning opportunity.</p> <p>EXERCISE:</p> <p>Write three areas where you can learn from your employees. Form an Innovation Committee.</p> | <ol style="list-style-type: none"> 1. 2. 3. |
| <p>ACTION 3:</p> <p>Challenge Industry Assumptions</p> <p>Don’t blindly accept “the way things have always been done.” Analyze industry trends, consumer preferences, and emerging technologies to identify opportunities for disruption and innovation.</p> <p>EXERCISE:</p> <p>List three “unwritten” rules of your industry. Ask “Can we break them?”</p> | <ol style="list-style-type: none"> 1. 2. 3. |

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| <p style="text-align: center;">ACTION 4:</p> <p style="text-align: center;">Public Conversations</p> <p>Don't shy away from taking a stand on important topics aligned with your brand values, even if it challenges the status quo. This can attract like-minded customers and position you as a thought leader.</p> <p style="text-align: center;">EXERCISE:</p> <p>List three issues in your industry or market that are connected to your values.</p> | <ol style="list-style-type: none"> 1. 2. 3. |
| <p style="text-align: center;">ACTION 5:</p> <p style="text-align: center;">Unexpected Value</p> <p>Identify opportunities to add unexpected value and delight. Surprise with personalized experiences, gamified interactions, or unexpected rewards.</p> <p style="text-align: center;">EXERCISE:</p> <p>Write three ways you could surprise your customers, i.e. celebrity appearance, free concert, pizza or bagels.</p> | <ol style="list-style-type: none"> 1. 2. 3. |
| <p style="text-align: center;">ACTION 6:</p> <p style="text-align: center;">Make Them Laugh</p> <p>Injecting humor and playfulness into your marketing can be a powerful way to break through the noise and connect with audiences using humor.</p> <p style="text-align: center;">EXERCISE:</p> <p>List three ridiculous traits of your industry. Ask "How can we get a smile by admitting them to our customers?"</p> | <ol style="list-style-type: none"> 1. 2. 3. |