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Inspiration and ideas come from all around us. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.



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Without an "E" - Perceptions on Value

Who would ever introduce themselves by saying what they are NOT?

It is a crazy proposition but it happens far more often than you might imagine. A discussion with my teenage daughter, about how she will stand apart as she starts considering highly competitive colleges and then the professional world, echoes business realities many face. Her dilemma is no different than large and small companies, clients and audience members where I've given presentations on communicating value – how do I differentiate myself, my product, my company?



Confusing perceptions fill the landscape as organizations and professionals lose focus or touch with the marketplace. Customers aren't clear on what you do or how you, your product or business deliver value. Companies and individuals find themselves positioned to fill needs that no longer exist.

Without immediately recognized value, relevance and credibility, others begin to define you and their misinformation and opinions motivate behavior of your most important audiences.

Perceptions can be changed by reframing your situation and circumstances to help your audience

understand your value in a new way. The ability to redefine your value and purpose is essential to effective communication so problems can be solved, lasting impressions made and objections overcome.

Budding performing and visual artists who understand the importance of first impressions, my kids are learning how framing the conversation in a positive way shapes perceptions. They proactively introduce themselves, sharing their surname as “Green like the color.” Though a subtle step in building their own personal brand equity, it’s a simple and memorable approach that reinforces an artistic/visual element and eliminates misspelling, rather than generating a first response that might dwell on a negative or position them as something they are not - “*Green without an E*”.

To reframe your value and build a more lasting personal, product or company brand:

- **Align passion and purpose with audience needs** – While your value is based on how you solve problems, it becomes most tangible when aligned with what customers need and expect. Start by identifying how you, your product or organization uniquely serve your customers and help meet their goals and bottom line. Then restate your value or position within common audience interests.
- **Tell them what you ARE rather than what you are NOT** - What you say is as important as how you say it. Demonstrate your value accentuating the positive and showcasing audience benefits. Reframe the discussion by clarifying facts and inviting people to see things in a different, more valuable way. This approach allows for better responses, new possibilities and opportunities for success.
- **Use associations** – While my kids have the benefit of a colorful name, consider what associations you can leverage to make your value more vibrant and alive. Listen to what customers, peers and competitors say about you and maximize the most compelling attributes that solve problems and authentically make you stand apart.
- **Consider all encounters like a “point of purchase” opportunity** – You have the chance to share your value everyday in all you do, whether your responsibility is for company image or focused on a personal career. Be consistent in how that value is framed in all your marketing such as websites, brochures, digital communication and campaigns, sales presentations, social media, one-on-one, etc.



The person who sets the frame for value, a position or discussion is the one who defines the playing field as well as the scope of the game. To soar to market leadership, that person should be you. Remember there is a difference between **can** and **cannot**. It is just three simple letters that can determine life’s direction.

If you could use some help reframing your value, contact us at 847-556-8873 or by [email](#) for a no obligation consultation.

New Links

[Communicating Effectively](#) – a great resource of best practices and ideas on communication whether your goal is connecting, persuading, framing, inspiring, building credibility, better listening or even neutralizing stressful situations.

See our website at www.aeriecompany.com for more links.

About The Aerie Company

Because it’s challenging at the top, The Aerie Company collaborates with



organizations and executives to identify, articulate and communicate their value.

For more information on how we can help you build market leadership that demonstrates your distinctive benefits and communications impact, visit our website or contact us at info@aeriecompany.com.



A handwritten signature in black ink that reads "Suzanne Jones". The signature is written in a cursive, flowing style.

Click here to check out previous insights from The Aerie Company on best practices, advice on communication and building market leadership.