

# UnBranding

100 branding lessons for the age of disruption

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**The concept of disruption is not new. It was coined in 1942 by Joseph Schumpeter, who talked of creative destruction, how new technologies , products and processes make their predecessors obsolete.**

**The age of disruption means nothing at all.  
Good business is good business. What  
makes a business good has not changed**

**How do we create loyalty in an age of disruption? A. Comfort, b. Cost, c. Convenience and d. convergence.**

**A brand logo needs to be clear and concise and should not offend. It should be designed by designers and not by people who cannot put an outfit together.**

**All brands must recognize, value and utilize the strengths.**

**The age of disruption has created a digital megaphone for all things good and bad in your company.**

**Goodwell is a company that does an audit of your company.**



# The 11 Questions that Goodwell uses to audit a company.

1. As an employee, on a scale of ten how likely are you to recommend your company to others.?
2. What is the ratio of the salary between the highest paid employee and the average. If it is more than 100, it is a problem.?
3. What is the ration of salary between the average of your executive team and the average employee?
4. What is the average ration between a male salary and a woman's salary.?
5. What is the ratio of the average salary of any segment , minorities etc. and the average salary for similar jobs?
6. What is the total number of injuries on the job?
7. What is the percentage of underage workers?
8. What is the percentage of part time workers?
9. What is the ratio of workers below the poverty rate?
10. What is attrition rate?
11. What is the percentage of employees participating in the benefits package?

**If you want to improve your bottom line,  
you need to improve your front line.**

**Tell the truth in advertising, be honest in your business practices , build trust with your employees and good things will happen.**

**Never let your brand get lazy**

**When a brand gets lazy, it breeds  
complacency and that's the enemy of  
business success.**

**Brands should not act edgy to get attention,  
because the attention might not be worth it.**

**In the age of disruption, leadership is more important than ever.**

**Leaders make decisions that guide practice.**

**They create action by taking decisions.**

**Leaders take responsibility**

**leaders lead in their actions**

**As times change, ensure that you are not getting ahead of the consumer when he/she is not ready for it.**



**Brands should focus on the why and not the who in their marketing**

**Owning every consumer experience is your responsibility. No matter what your business card says, we are all responsible for branding and superior consumer experience.**

**When you receive negative feedback on your brand or business from a number of people, do take it to heart. And, make some changes.**

**In a digital world, brands must disclose,  
disclose, disclose.**

**Packaging is the cover we use to judge the contents**

**HR is the most powerful branding division of your company.**

**Putting pressure on sales teams leads to fraud. The bottom line should not be the guiding factor in making business decisions.**

**You cannot believe every product review  
you read**



**Before you share anything on social media ,  
ask yourself:  
is it kind  
is it true  
is it helpful**

**There is no urgency in mediocrity**

**Much of the time, our competitors  
opportunities are our fault.**

**Think of what connects your consumers beyond using your product. It is these connections that truly build a community.**

**Humor is great. The why of using humor needs to come in if the brand is headed down a funny road.**

**Brands do not need an excuse to give back to consumers or society. Look for ways to help the community.**

**Tough brand challenges call for tougher decisions.**

**Please understand the technology you want to use before you use it.**



**Brand trust isn't a renewable resource**

**Listen to consumers for opportunities to be awesome**

**Don't let the feeling of can't do everything  
get in the way of doing something.**

**Creating a culture of compassion is good  
business and good branding**

**Growth is a good thing only when it is managed and controlled and when you have the resources to maintain it.**

**Don't be afraid of failure, to thrive in times of innovation, you must take risks.**

**Manage negative reviews with respect and respond to them publicly and quickly.**