

# What Happens When Brand Truly Leads Business

with Steve Robinson, former CMO of Chick-Fil-A



- There is a truly emotional foundation by which to build a brand.
  - Chick-Fil-A was fortunate to have a founder in Truett Cathy that fundamentally understood and believe in this. Therefore, he built the brand on grace, citing that there are more important things in life than numbers and dollars. And then he modeled this for his employees and created a culture of grace through the lens of what it meant to him, keeping it simple. Smile, eye contact, personal connection, genuine interest in all people.
  - This is what we would call "starting from the top". Whether it is a single founder situation, a board, a C-suite, etc. it has to come authentically from them. They have to believe it, and then lead it in a way that everyone that works for them believes it too.
  - Commitment and consistency are essential for this- and it isn't always easy. Which leads us to our next point.
- Brand legacy is built alongside building revenue.
  - When you think successful company, you think numbers. And yes, of course this is important. But it cannot be the sole focus. Truett understood this and therefore he embraced the long game and again the essence of grace that would pave the way for bigger financial success. This is what we mean when we talk about the brand leading the business. Too many companies are too focused on the bottom line, and when things aren't going the way they think they should, they start making short term decisions that may do more harm than good. Having the brand as the lens eliminates this and build confidence because there is an overall plan and parameters to achievement.
  - By flipping the perspective to be on the brand, this is where you build loyalty, longevity and an authentic experience for the customers. And the numbers come- and they are more impressive by the limiting perspective of starting there.
  - It is also about intentional scale. Truett was diligent to borrow as little money as possible. This is a good approach because you maintain peace of mind and control.
- Brand fuels customer acquisition by giving the audience the ability to identify an emotional level.
  - Publications are consolidating, moving from print to on-line only, folding all together which means journalists that formerly covered just one
  - If you were a journalist, whose pitches would y
- The brand is your launch-pad to top-line growth.
  - NOPE! You should be holding your