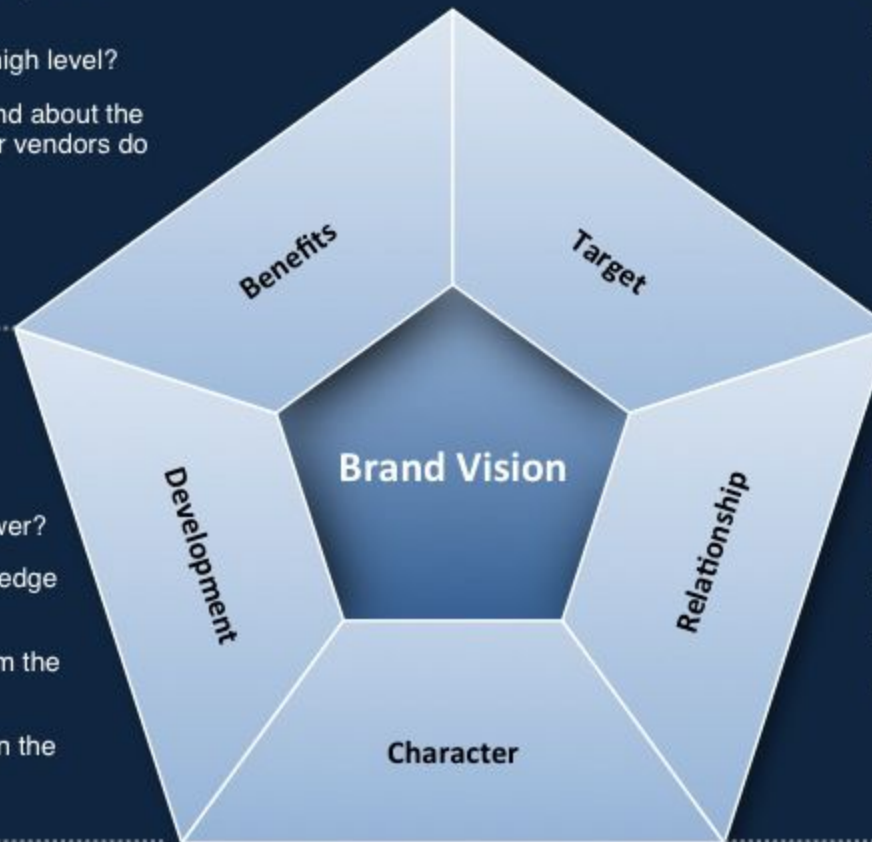


Brand Vision

Why do people find the offering/company to be appealing?

- What does your organization do—at a high level?
- What does your organization understand about the problem, solution and/or user that other vendors do not?
- What is the impact on the business?



Who do I appeal to?

- Why do business users like you?
- What are they concerned about and how will you impact their business life?
- Why do technical users like you?
- What are they concerned about and how will you impact their business life?

How do I need to change?

- Is your organization a leader or a follower?
- Does your organization have bleeding edge technology?
- Does your organization see the problem the same way competitors do?
- Does your organization see the solution the same way competitors do?

How do I interact with them?

- Are you active or reactive?
- Do you speak about business value?
- Do you speak in jargon or plain English?
- Do you sell or listen to business problems and share insights about how technology has solved similar problems for similar companies?

What is my personality?

- Inspiring - unrelenting efforts, never doubt the possibility of success, innovation and excited to accept a new challenge.
- Incisive - turn insight into practical action. Translate business needs into products and solutions. Exude clarity in everything we do. Simplify the complex.
- Confidence – Unrivaled experience in the industry. Rich heritage in technical innovation and thought leadership. Not arrogant, but rather exude an appropriate level of self-assurance.