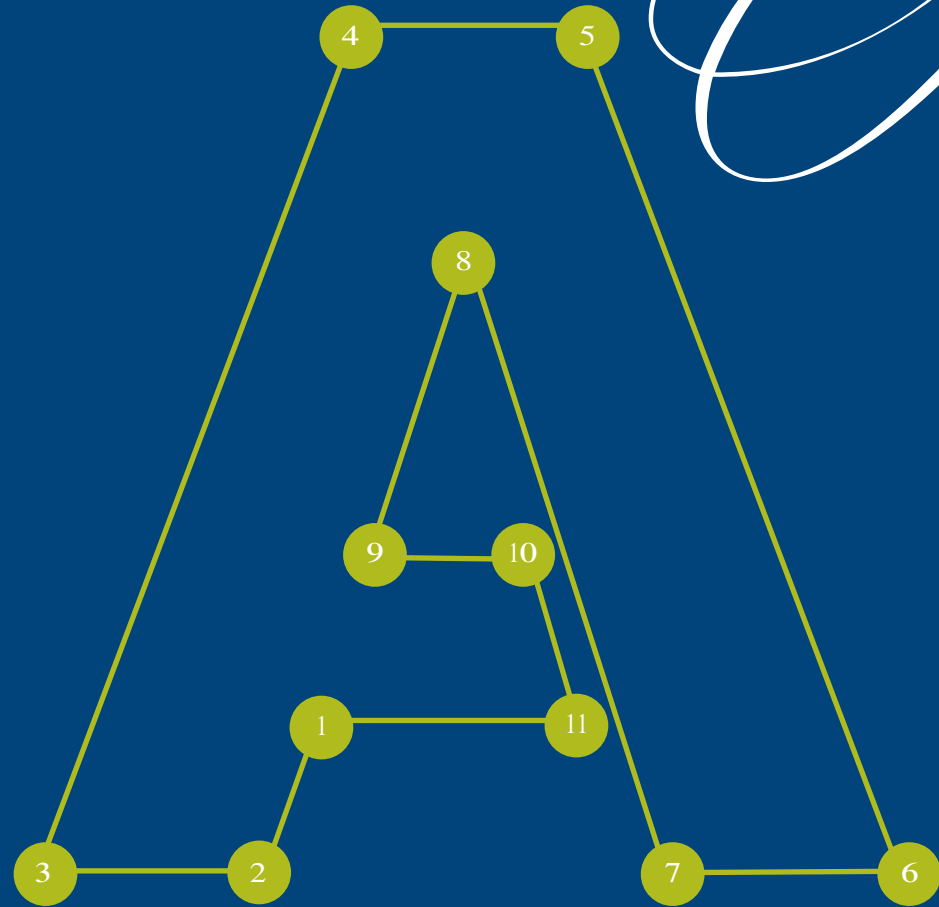


“You can’t connect the dots looking forward – you can only connect them looking backwards.”
- Steve Jobs



When Steve Jobs took a college calligraphy class, he couldn't imagine it having any practical application. But 10 years later, designing the first Macintosh, he understood the purpose. The Mac wowed the world with its beautiful typography.

“You can't connect the dots looking forward – you can only connect them looking backwards.”
- Steve Jobs

It takes purposeful leaders to build inspired organizations and iconic brands. Helping to align your leaders and develop their ability to inspire and engage is how we at TransForm connect the dots.

Inspiration is the foundation of all great accomplishments, wherever and whomever it comes from. Recognizing that inspiration in your organization – and aligning it with processes, products and people – is essential.



We're ready to guide you through a unique approach to achieve the structure you need to develop the ideas that will result in sustained business success.



“OK, our company’s brand seems strong now. But I’m not sure we’re doing enough to keep it out ahead of the pack.”

- CEO, Software Co.

We hear companies say every day that they’re going to strengthen their brand. It’s a promise that’s easy to make.

But the level of commitment and insight needed to deliver on that promise can be daunting.



“TransForm’s approach to creating an iconic brand is brilliant: Purposeful leaders build inspired organizations and iconic brands.”

- Small Engine Company

Achieving an iconic brand requires more than a logo, a mission statement or an attitude. In reality, your brand is defined by your customer’s experience. So it’s paramount to ensure that experience is the best it can be. And it happens only when your organization is aligned behind a common purpose that extends to everyone throughout your enterprise.



“CEE the Brand is an elegant solution for aligning the corporate brand, employer brand and employee brand, enabling a business to achieve sustainable growth and profitability no matter what.”

- TransForm

Absolutely everyone in your company needs to be aligned. “Aligned” with a capital A.

That’s why we’ve developed a unique process that looks at your entire organization holistically – Corporate, Employer and Employee – to CEE your Brand to its full, iconic potential.



“How do you keep one wrong move from destroying the credibility of your brand?”
- Sr. VP, Healthcare

Achieving that vision is at the heart of our philosophy to CEE the Brand.

Purposeful Corporate Brand

The leader’s role is to inspire belief and commitment to the brand and the company’s goals.

Inspiring Employer Brand

Understanding how your company’s culture and structure builds or diminishes your brand is the path to alignment.

Iconic Employee Brand

Every person at every level of your organization is committed to being the brand.





"I want to look forward to coming to work every day. I want our people to feel the same way. How can I make that happen?"

- Airline Executive

Purposeful leaders are the first essential in building your brand.

We have worked with dozens of organizations whose leaders were ready to be more purposeful in their work, but just didn't know how to do it.

We helped them create a culture that engages the human spirit. A culture in which employees feel passionate about their work and have a deep commitment to the goals of the company.



"We focus on developing and inspiring a company's people – from the CEO to the front line."

- TransForm

Ultimately, leaders learn that when all participants are fully engaged and valued as not only corporate contributors, but as people, employees feel they are living more purposeful lives. Because they're part of a people-centric brand.

Aha. It's that sense of purpose and commitment that gets communicated to and experienced by your customers. And that's how your brand thrives.

Corporate alignment = extraordinary customer experience

Alignment is the second essential.

Aligning all areas of your organization allows your people to CEE the Brand. We ensure that people, processes and procedures are truly aligned and serving each other to create an extraordinary customer experience. One that will help you reach the ultimate goals of your organization – real and sustained growth and profitability.

"There is only one 'indispensable' component of any business – the customer."

- TransForm



First, we analyze all components of your business to determine how each is building or diminishing the strength of your brand. Depending upon the needs discovered, we'll work with you to prioritize and implement adjustments needed for alignment. Opportunities may relate to organizational change, marketing, employee selection and recruitment, training and/or other measures.

"Getting everyone on the same page at the same time has been our dream for years."

- VP, Food Industry





“68% of customers are turned away by an attitude of indifference on the part of the service provider. Help!”

- Marketing Director, Banking

Inspired, committed employees are the third essential.

And arguably the most important, since it is their day-to-day interactions with customers that define your brand. The more an employee feels engaged, the higher the productivity, profitability and customer satisfaction of the company.

When an honest, people-centric approach is the heart and soul of your company, employees take notice. They appreciate that the goals of the organization are aligned with their own goals as individuals. And that results in employees who embrace personal ownership in achieving the mission and vision of the organization.

“Only 2 out of 10 employees are truly engaged, although 9 out of 10 want to be.”

- TransForm



That’s when your employees become inspired, passionate ambassadors of the company’s brand.

Make your brand iconic

Ready to have your organization CEE the Brand?
Ready to achieve real, sustained growth and profits?

One of the key advantages of working with TransForm is that we can partner with you at any stage in your process, customizing solutions that are enterprise-wide or focused only on a specific concern.



“We believe it’s the people in an organization who hold the keys to sustained growth and profitability.”

-TransForm

Talk to us now. We’ll give you all the details on bringing success to your company. Through your people. And through the transformational process of Alignment.



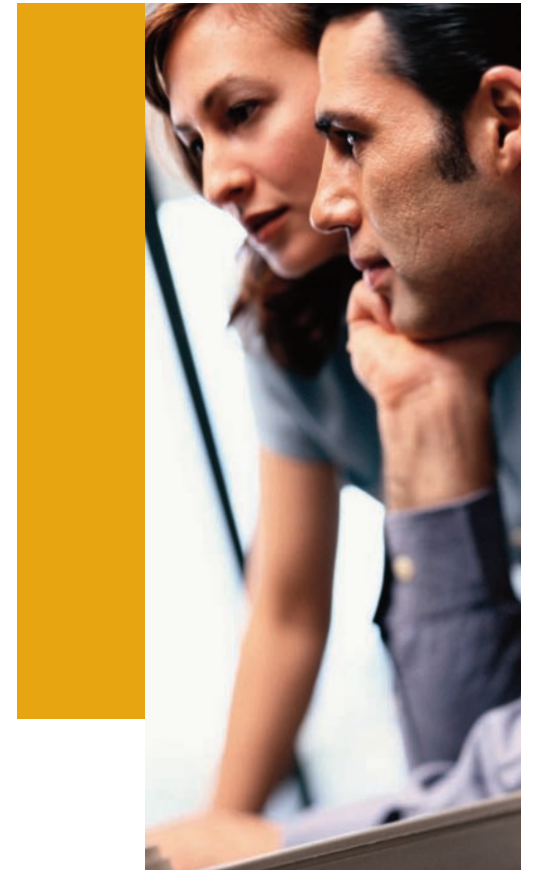
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“Technology can only take us so far. We learned there’s another way.”

- Creative Director, Web Firm



To Be the Brand, You Need to **cee** the brand



TransForm Corporation • 9717 Colorado Rd., Bloomington, MN 55438
1.800.228.1218 • info@transformcorp.com • www.transformcorp.com