ONE EARTH

BOOM

2021 - 2022

DRIVING A HIGH GROWTH, HIGH VALUE,
COMMERCIAL BUSINESS MODEL

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DISCOVER: **BRIDGE**

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LESSON SUMMARY

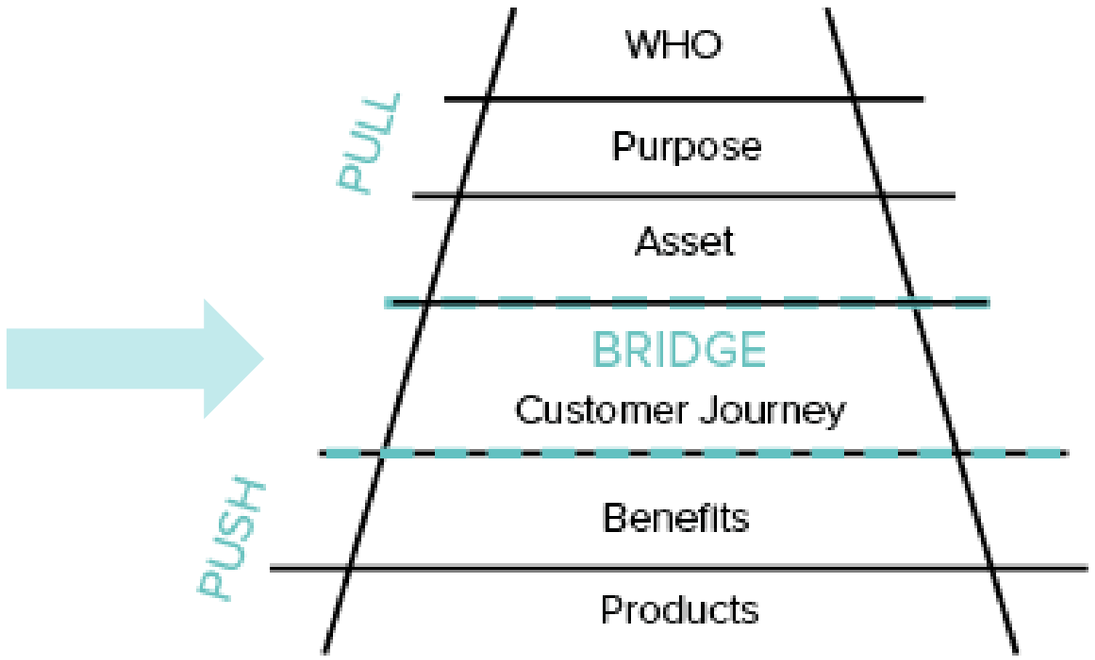
TOPIC: BRIDGE

How do you connect your Bridge on the Brand Ladder with the commercial model?

We explain the design of the Bridge which is all about linking your products and services into the customer journey.

We share our posters to help you crystalize the concepts for your business.

- Discover Brand Ladder
- Your Bridge
- Discover Bridge



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LESSON SUMMARY

TOPIC: BRIDGE

Important FIRST STEPS for understanding the Brand Ladder

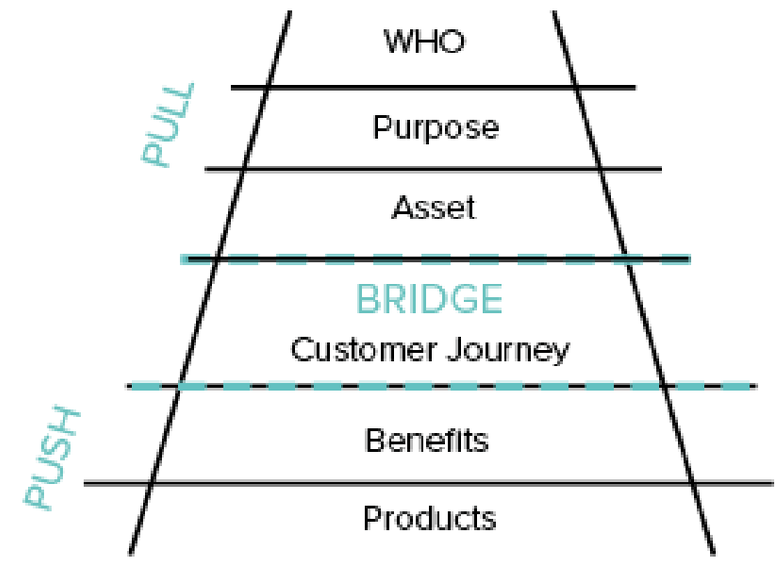
Getting the Bridge right is critical.

Step 1 - know your WHO; three areas New Gen/Core/Influencers

Step 2 - know your PURPOSE - what is it you are here to do in the world?

Step 3 – what's the Asset? What is your value that sits there you are driving into your commercial business model?

Step 4 - where we are in this session - The BRIDGE: connecting PULL (Who Purpose & Asset) with PUSH (Benefits & Products)



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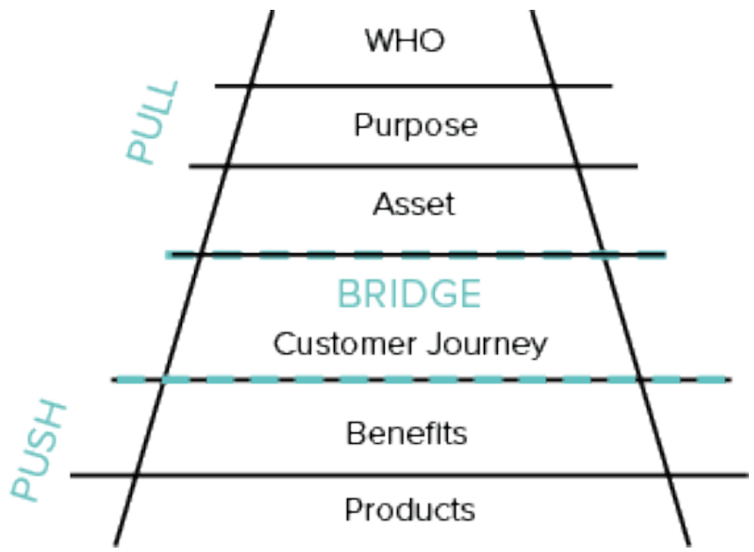
LESSON SUMMARY

TOPIC: BRIDGE

Bridge – 3 words



Bridge is your **3 words** describing the emotional connection with your customer on the customer journey.

The Bridge is critical because it connects the commercial model with your Who, Purpose and Asset at the top of the Brand Ladder. There must be a bridge to connect the top and bottom of the ladder. Without this connection you can look like a charity, not a commercial business.

We encourage you to lead with the top of the ladder. If you get up to Who, you'll attract bigger audiences.

The 3 Bridge words are not marketing words – these are your SALES JOURNEY.

For each word you need to have products and benefits underneath.

The 3 bridge words are linear, and they need to take you from left to right. It's a system. The 3 words have to go together and connect the elements of the ladder. Its about correctly architecting the words.

You are transacting with your customer on all 3 words.

The 3 words are not random. They describe the customer experience.

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Steps to get to your Bridge

1. Look at your products set.
2. Categorize your products and services
3. Get the categories down to only 2 descriptors
4. The bridge starts with these 2 descriptor words. Eg. Connect is a product word, Learn is a product word.
5. Underneath your 2 words you are all the products that help you be those words e.g. With Connect and Learn we can explain all the products that help you connect and learn.
6. Then you find the 3rd word from the Benefits layer. This is a word that describes the before people get from coming to your business Get to one word, the benefit that is the biggest and best.

ACTIVITY: You need to be able to write down all the products you have that sit underneath all 3 words. Do it on a whiteboard or on the Your Bridge poster provided in your classroom.

One Earth Example: **Connect Learn Trade**
Through connection our clients feel unite. Then they start to learn, and as they grow their businesses start to trade with each other. The word Trade aligns with our purpose – to shift the world into a new era through the eyes of brands (your brands). In the future we can add all sorts of product and services under the word Trade.

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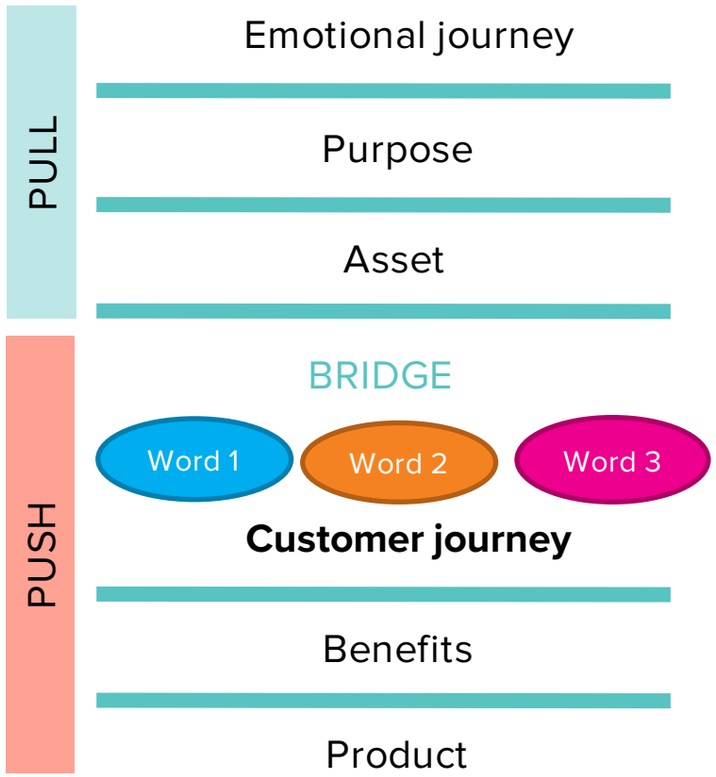
Bridge – 3 words

Without the Bridge you won't connect the journey of the customer – you are just selling products and benefits.

If you have your 3 word but you don't do the top of the ladder, you are in a PUSH business on the bottom of the ladder.

You need PUSH and PULL. The bridge gets all the pushiness out of it if you have the PULL at the top of the ladder and the Bridge connects top and bottom.

GETTING THE BRIDGE RIGHT IS CRITICAL.



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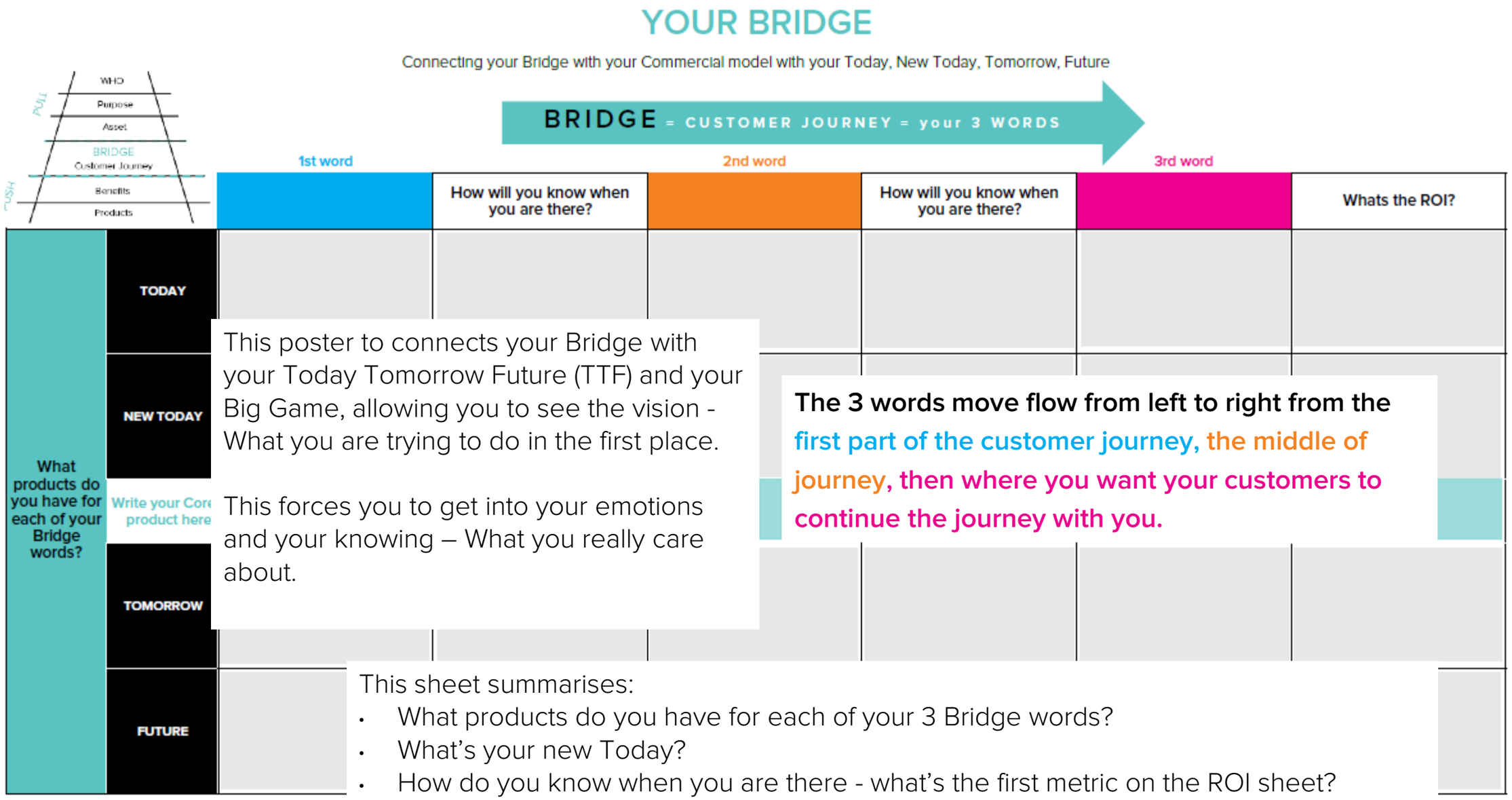
LESSON SUMMARY

TOPIC: BRIDGE

Bridge linked to Commercial Business Model



This poster to connects your Bridge with your Today Tomorrow Future (TTF) and your Big Game, allowing you to see the vision - What you are trying to do in the first place.

This forces you to get into your emotions and your knowing – What you really care about.

The 3 words move flow from left to right from the first part of the customer journey, the middle of journey, then where you want your customers to continue the journey with you.

This sheet summarises:

- What products do you have for each of your 3 Bridge words?
- What's your new Today?
- How do you know when you are there - what's the first metric on the ROI sheet?
- What's the overall ROI?

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LESSON SUMMARY

TOPIC: BRIDGE

Connecting the Collateral

You actually have **6 words** on the Bridge

One Earth Example:

Connect to **unite** (on purpose, industry, world etc)

Learn to **grow** (silo to integrated)

Trade to **impact** (change in the world)

The output of each of the 3 Bridge words are the other 3 words.

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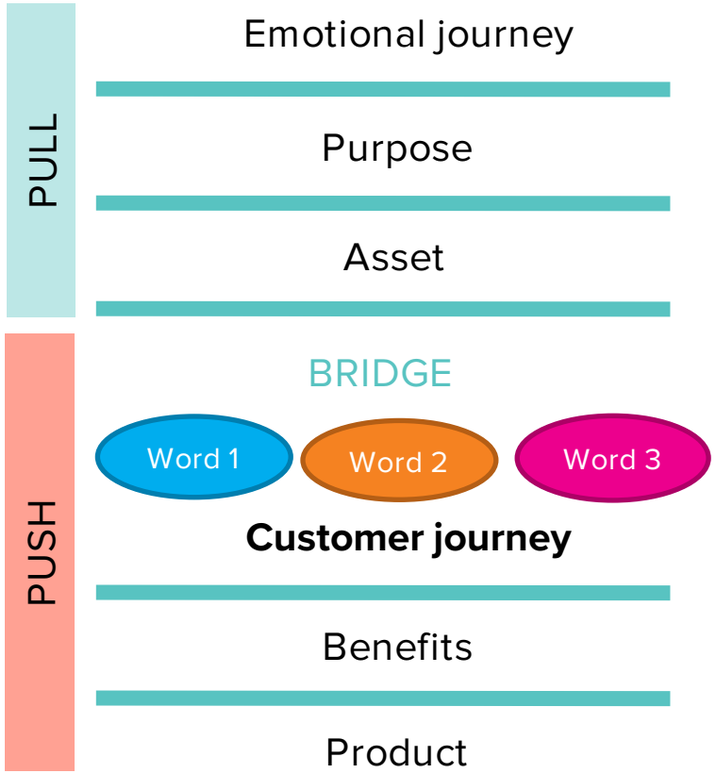
TOPIC: BRIDGE

Connecting the Collateral

The Bridge is not PULL. It's a better form of PUSH.

You are still at PUSH if you are using the Bridge. You promote the products and the benefits underneath the Bridge. Without the bridge you won't connect the journey of the customer and are just selling a list of products and benefits (20th Century – how unengaging). The Bridge is your link to the commercial model.

The Bridge connects your Pull with Sales journey. When you do it well it ties in with your sales scripting and your point of sale with your customer, your 10s, 30s pitch. Connecting your customers in so they say, 'Tell me more!".



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TOPIC: BRIDGE

Linking Bridge with Your Customers

What are you selling to these types of customers?

NEW GEN

CORE

INFLUENCERS

These are your P E R S O N A S = Character profiles crafted to bring to life target market customers and explore in-depth characteristics to allow companies project scenarios, offerings against that profile to gauge behavioural response, uptake and engagement.

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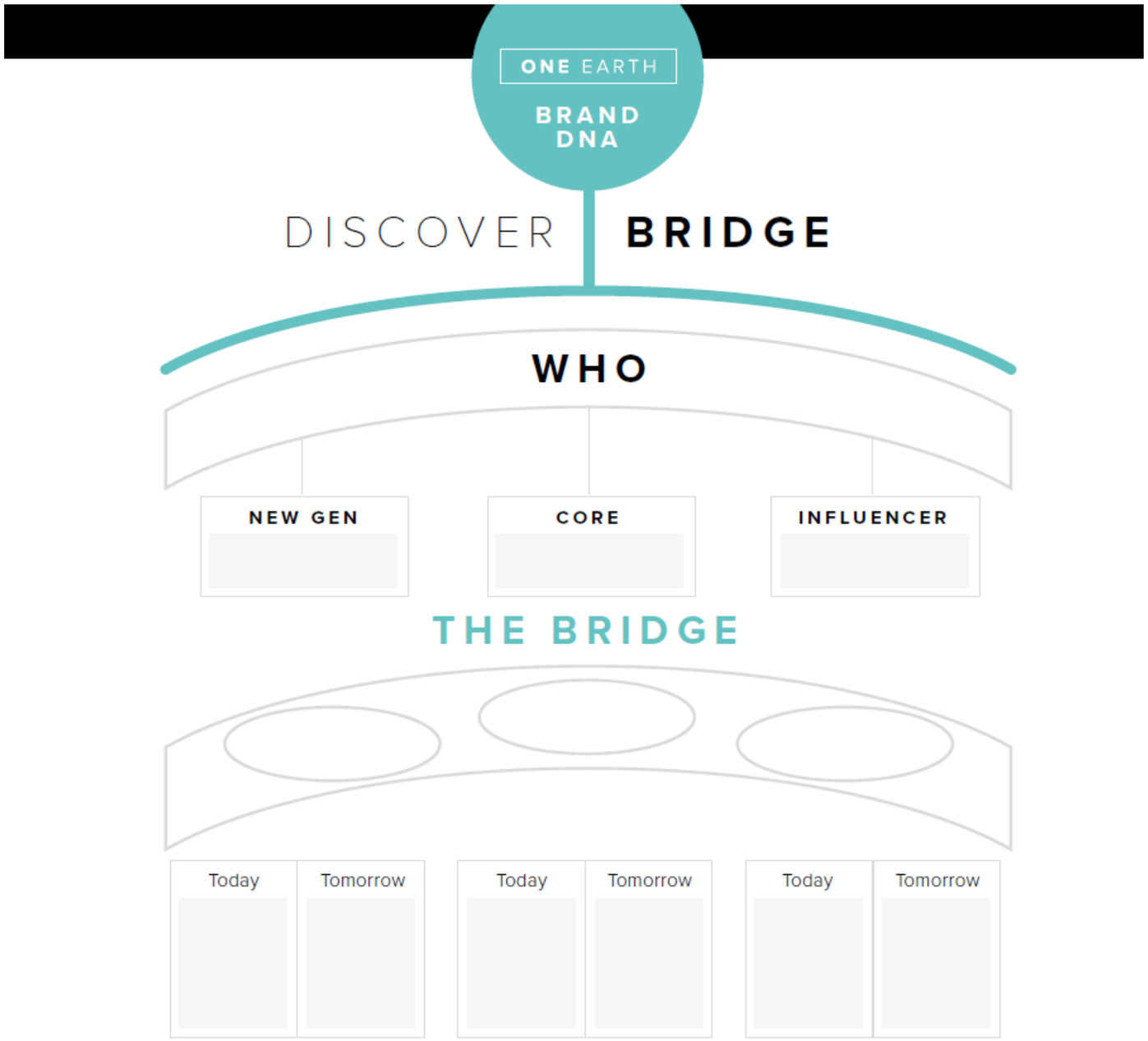
LESSON SUMMARY

TOPIC: BRIDGE

3 PERSONAS

This is where you write down:

WHO YOU COULD BE TALKING TO TOMORROW.



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Your Customers

NEW GEN are customers who are not yet in the 'category' of CORE

CORE - is your current customer, including prospective customers:

INFLUENCERS are those that influence the core to purchase.

Key Message: Move the dial 1,2,3,5% to NEW TODAY.

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KEY POINTS

TOPIC: BRIDGE

- **The Bridge (3 words = customer journey) is critical because it connects the commercial model with your Who, Purpose and Asset at the top of the Brand Ladder.**
- You are still at PUSH if you are using the Bridge - t**he Bridge is not PULL. It's a better form of PUSH.**
- Without the bridge you won't connect the journey of the customer and are just selling a list of products and benefits (20th Century – how unengaging). **The Bridge is your link to the commercial model.**
- **The Bridge connects your PULL with the Sales Journey**. When you do it well it ties in with your sales scripting and your point of sale with your customer, your 10s, 30s pitch. Connecting your customers in so they say, 'Tell me more!". The Bridge links in with your script, without boring people about all your products and services.
- What does your NEW TODAY business model look like? Coming out of the 'recession' is different from how your business went into it. If you are still selling the same product at the end of the recession as you were at the beginning, then you haven't moved your business along; this is a MUST DO.

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