ONE EARTH
BUSINESS SCHOOL

GLOSSARY

PURPOSE
What you want to be known for; the reason you get out of bed in the morning and why you are in business.

BRAND-LED APPROACH
Leading with your brand and purpose, not features and benefits. Gets rid of the dips and keeps campaigns constantly running.

BRAND
The end-to end of the whole revenue stream that sits over everything within the revenue chain. Building a brand is all about building a business model and that means increased valuation of the company.

PRODUCT
What you sell in the marketplace, it's how you commercialise the company. The Product strategy shifts the commercial return for the company.
There are 3 different types of products (A L S):

Awareness - create awareness of the brand to pull the market to the core product. Can be a free awareness product or a paid for product (low or high cost). Eg. webinars, books, summits, podcast series.

Leverage - is all about engaging the customer. Example: Apple and how it creates engagement through the customer from the information product. Eg. video series, course or information or education in a product.

Scale - create commercial uplift. Example: franchise, white-label or productising partnerships.

CHANNEL
Your go to market or routes to market. How we access more than one channel to market can be accessed through six channels: Hero, Culture, Digital, Engaged Data, Partnerships and Community.

SALES
What we need to put into the channel to create all of the sales and how to pull the marketplace to us. When you put your brand into the marketplace, you're able to pull the market into you, attract the market to you. Most businesses are selling their products and their benefits into the marketplace, which means they have to push the market.

END TO END (B-P-S-C)
Your Brand, Product, Channel, and Sales and how they connect together. When a business goes out to market with a Branding approach, its brand is linked to the sales, and they miss the channel and product pieces. With end to end, the Product and the Channel are being brought into the equation.

SALES-LED APPROACH
From a growth point of view or a business point of view, this approach creates a spike in the market and then a dip.

ASSET
Our belief is that there's one campaignable asset that can be brought up to the top of the business model and be driven through the whole of the revenue system. This is your core asset, your uniqueness, your herbs and spices.

Assets are often looked at on the balance sheet, but the definition set within our curricula talks about intangible assets. When you take the intangible core asset and you put it right at the top of the business, it changes the way the business looks and feels. It changes how we go to market. Example: A law firm that has systemised its whole process is an asset itself that can impact an industry.

PUSH AND PULL
The answer to innovating your business is moving the business model from PUSH (most common) to PULL (desired). Push is typically selling products and benefits and driving through offline and online advertising with a sales-led campaign. Pull is pulling the market in towards us. We talk about purpose and through our asset we pull the market in. Eg. Apple don't need to talk about the product, they 'pull' people towards them through brand.

TOP DOWN
The approach is Brand, Product, Channel, then Sales. It's where you understand the whole business cycle.

BOTTOM UP
Starts at Sales. Where you build incrementally up. This costs more and takes longer.want to bring to the market and where you want to play. What you want to be known for and how you want to leave people feeling.

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BUSINESS DNA
The core, essence and distillation of the company brand offering, defining the asset and bigger value that sits within the organisation and how this aligns with the industry and the market. This is usually captured in a few words or a sentence and effectively demonstrates the heart of the brand and can be applied at all levels of business and creative activities.

BRANDING
The visual identity and communications associated with a company/ product/ service. Usually defined by a logo/ logotype, colour palette, key messaging/ strap line, imagery, graphic treatment and tonality. Its the visual tone, the look and feel that sits around the business and is linked to the marketing that helps bring short-term sales through the door.

BRAND CHOICES
Looking at the bigger picture of your brand, people and purpose and how this joins together to create the growth vision for the business.

Advocacy – People internally and externally, specifically chosen to promote the brand to their specific audience.

Guru – Individual, renowned in a particular area of work / industry / business. Font of knowledge, keynote speaker, innovator, market leader.

Industry – Niche market, person well known in sector.

Celebrity – People widely known and of social status.

BRAND FAME
Getting people talking about, knowing and engaging with your brand.

BIG GAME
The wider opportunity, purpose and vision for what you want to bring to the market and where you want to play. What you want to be known for and how you want to leave people feeling.

ELEVATOR PITCH
Concise and precise short explanation of you / your brand.

PERSONAS
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.

FUTURE MAPPING / TRENDS
Exploring past patterns of habits, activities and behaviours combined with looking at technological, social, environmental, political and economical landscapes - extrapolating them to form future scenarios for business.

GROWTH TEAM
A team of people you build around you to complete the skillset you need to create your assets. Eg. Social asset creation skills are different from video creation skills.