

Internal Culture can Create Competitive Edge

Question:

How do I differentiate my company in a hyper-competitive industry?

Answer:

Continued globalization means intense competition in all aspects of the market. Organizations need to go the extra mile to differentiate themselves. Here are a few tips for creating an internal culture that reflects a strong brand to stand apart from the competition:

- Clearly define your core values. Make “customer obsession” a key component of who you are and what you do.
- Articulate a compelling corporate mission. A true sense of purpose tells others the value you bring to the world.
- Hire for fit. You can teach people new skills, but changing their values is significantly more difficult.
- Reinforce your culture. Regularly celebrate your successes and



send public reminders of your vision, mission and core values.

- Make technology your culture enabler. Harness the power of IT to learn more about your customers, learn faster, encourage creative discussion and reinforce your brand.

Question:

How can I help my employer implement our company brand?

Answer:

When every person in a business shares common beliefs, values and goals, it creates a powerful brand. The beauty of this type of culture is that it becomes self-regulating, turning a business into one that consistently works together to deliver a united brand and a competitive edge. As an employee, you are already part of the company brand. Pay attention to the following details to continually deliver a competitive edge:

- Think customer. Every member of the organization should focus on what drives the customer and what role they play in positively affecting the customer’s life.

- Forge mutually beneficial alliances. Join forces and get involved in industry-related partnerships to gather relevant information about your customers while representing your brand.
- Manage to your values. Never give less than 100 percent commitment (in words and actions) to upholding company beliefs and goals.

Stay Involved. Always participate in brainstorming and other forms of creative and innovative thinking.



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