

Future Shape of the Winner

# Case Study: Brand Inside:Brand Outside at a High Tech Storage Manufacturer

## The Problem

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A global technology storage manufacturer used the occasion of privatising the business as an opportunity to retool its sales and marketing workforce with the bold goal of increasing the company's market share from 23% to 50%.

## The Solution

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Tom Peters Company worked with the senior management to develop a customized leadership and brand values implementation package for their worldwide sales and marketing work force, and to go forward and imbed it within their overall strategic change process. We helped them to be more able to articulate the strong values of their brand. We helped to focus their collective leadership on emphasising these brand values and show how each individual sales and marketing leader could bring the values to life through their personal example at work. We helped them to create living examples of the brand in action in their part of the business and thereby enable colleagues become powerful brand advocates and encourage good brand behaviour and challenge whenever they encountered examples of behaviour that was "off values/off brand".

## The Result

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Market share increased to 56% over the period of twelve months that Tom Peters Company worked within the worldwide sales and marketing function. The client company subsequently decided to internalise the custom brand/leadership approach that had been installed and created a six person internal team to accomplish this specific purpose.

