

Opinions & Papers

ASSESSING YOUR BRAND'S STRENGTHS

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The start of a new year is always a good time to examine your goals, personally and for your business. A recent article by Edward Hallowell entitled "Managing Yourself: What Brain Science Tells Us About How to Excel," (<http://hbr.org/2010/12/managing-yourself-what-brain-science-tells-us-about-how-to-excel/ar/1>) makes an interesting point:

"In work, your goal should be to spend most of your time at the intersection of three spheres: what you like to do, what you do best, and what adds value to the organization."

Isn't that what we all want: to be successful while doing something we love that's also valued?

At HotSpring, we think the same underlying principle applies to companies, brands and the people who manage them. Companies excel at things their cultures embrace and their talent enjoys doing. And that, in turn, helps create success. And so we offer some brand-oriented thoughts, drawing from the questions posed in "Managing Yourself":

- What is your brand and the team behind it best at doing? It is amazing how many people within companies spend years trying to get good at what they're bad at instead of getting better at what they're good at.
- Which of your brand's unique characteristics and qualities are you proudest of? We've learned that passion is a clear predictor of success as well as the *type* of success your brand can achieve
- What do others—most importantly consumers and executive management—often say are your management team's greatest strengths?

It's never too late for a good self-assessment, and there's no time like the present. Happy new year!