



kllassifieds

SUBSCRIBE NOW!

digital edition



http://subscription.nstp.com.my

1300 22 6787



www.1k.com.my



1300 808 123 (Local)

+603 2299 6000 (International)

by Rowena Morais

In my Thrive Kuala Lumpur meetup earlier this week, I had the privilege of having with us, Jia Ping Lee of Listening Tree fame and the current Programme Director, Partnerships for Think City Sdn Bhd, a community-based urban rejuvenation organisation and subsidiary of Khazanah Nasional Berhad.



Jia-Ping is an Honorary Council Member of Badan Warisan Malaysia (The Heritage Trust of

Malaysia) and has been working on heritage conservation and preservation as a volunteer since 2001. After George Town was awarded the UNESCO World Heritage Site status in 2008, she was part of the core strategic group led by Khazanah to create a programme to revitalize George Town and ensure it retained its vibrancy as a city and a destination brand.

Her unique blend of experience and expertise made her the perfect speaker and she held court. Jia Ping, who regularly speaks on branding and empowerment at CEO and NGO meetings, was until 2016, coaching SMEs on the Business Station BFM 89.9. Our conversation centred on branding and why it is the heart of every business. So, I thought it would be great to share my main take-aways from our discussion that day.

1. Marketing is both push and pull. When you first start out, all your effort is typically centred on pushing your messages out there but once you are a great brand, it's far more about the pull factor. You become a magnet to others and your focus is now about showcasing the customer experience.

2. All branding is about your 'why'. Why are you doing what you do? How are you creating your user experience? Then, what processes are you putting



BRANDING -The Heart of Every Business

What should you do to secure your brand?

in place to operationalise this user experience? These ideas all come back to who you are and what you stand for ie your values. There are many ways of articulating your values. You may value integrity but express it in a more specific way. For example, "We don't take bribes".

3. Do you budget to listen? This was one of the biggest take-aways for me. When we talk of organisations, many of us are familiar with statements or placards expressing how people are the most important aspect of a said organisation. Who hasn't seen this before? And yet, we often see the disconnect between what organisations say and what they do. At times, these disconnects can be quite glaring and we hear about them more often now than before, thanks to the efficacy of social media and prevailing activist consumer behaviour.

The idea behind budgeting to listen is the fact that as an organisation, we have many

touchpoints. There are as many places where things can go right as they can go wrong. We need to capture feedback and data at most, if not, all of these touchpoints. We also cannot do this directly. People are polite. People do not necessarily know how or what to say when the time is ripe for it. And people need distance and a neutral space in order to be candid. This is the reason why a budget needs to be devoted to listening well which involves intermediaries and experts who can handle this role effectively.

4. Failure stops being a failure when you accept it for what it is. What Jia Ping shared was that the longer you hold on to a failure, the more you stay rooted where you are. In order to move on, in order for it to no longer remain a failure, you need to accept what and how you failed. It is a coming to terms with limitations, with the gap between where you are and where you want to go, in order to

move on.

5. Stay authentic. It does not matter much who you are as long as you remain authentic. If you don't, the disconnect appears more vividly to others who are watching you closely.

6. To create a great brand, connect to your customers closely. Understand their makeup and what moves them. Spend time and invest your energy in them. Then, develop a close relationship with the people who are dealing with your customers. At all times, you cannot let this go, even as your brand becomes more mature.



Editor and Programme Director at VerticalDistinct.com, a media and learning organisation, Rowena Morais focuses on curated learning, communication and content. An editor, LinkedIn profile writer, and most recently, a TEDx speaker, she supports Human Resource and Technology professionals in their career development through articles, podcasts, interviews and a range of internationally accredited, in-demand technical and professional courses offered throughout Asia Pacific and the Middle East. Tweeting at @rowenamorais, she is a ghostwriter and can be found at rowenamorais.com. Rowena runs monthly meetups for Thrive Kuala Lumpur, a networking and support group for career women. For more info, visit meetup.com/Thrive-Kuala-Lumpur

INSIDE :
SEARCH AND
BOOK
Find now!

AUTO
Cars
Trucks
Bikes
Batteries
Mechanics

NOTICES
Financial
Tenders
General Notices

GENERAL
Services
Loans
Health
Renovations

PROPERTY
Land
Shoplots
Apartments
Room
Rental

APPOINTMENTS
Full/Part-time
Training
Graduate Scheme

GOVERNMENT
Jobs
Tenders
Legal

LEGAL/AUCTION
Property
Vehicle
Legal