

12 Examples of “why, how, what”

Business Strategy

17 December 2017

Prepared by Strategy Lab Marketing

2151 Albert St. Regina, SK S4P 2V1

www.strategylab.ca

“Culture is what we create; brand is what the world perceives.” -Paul Alofs, Passion Capital

Apple

(technology)

Why: Question the status quo.

How: By leading with design inside and out, we create user friendly, highly intuitive devices.

What: Phones, music players, computers, tablets that are some of the best on the market. All having a similar clean design and simple interface.

Westjet

(airline)

Why: Make air travel easier.

How: By empowering employees to be decision makers they are responsible for the culture they create.

What: Employees that actually care about you as a customer as well as treat you like a friend, telling a

Business Strategy

joke on a flight, or giving you an extra chocolate wafer because you accidentally “misplaced” your first one.

Moo.com

(online stationery retailer)

Why: Be the supplier of choice.

How: By doing things over and above what was expected, not just once, but every time, it creates a culture of over delivering.

What: The stationary you order (business cards, post cards) is of the highest quality (American Psycho style) and always comes with fun packaging. The Postcards came in a pack that says on the outside in bold lettering **“*Slower Than Email*”** . Every time I’ve ordered anything it always comes at least 4-5 days early.

Great product + fun packaging and design = loyal customers

Business Strategy

Nike

(apparel)

Why: To equip the very best athletes (and anyone striving to be) in the world.

How: By having the best athletes in the world use and endorse your products over and over.

What: 99% of all wannabe sports enthusiasts think they’ll be “*just like Kobe*” in the shoes, or putting just like Tiger with the clubs.

Regina Police

(public organization)

Why: To keep Regina safe, together.

How: By putting “*public service first*”.

What: respectable, professional, service

UofR Alumni board

(non-profit)

Why: Build pride.

Business Strategy

How: By engaging with alumni, providing valuable services and creating a community of like-minded people.

What: several events, scholarships, sponsorships, to award alumni, and support UofR events.

Regina Volleyball Club

(non-profit)

Why: To grow volleyball.

How: By creating an experience for all athletes in the club that makes them want to come back again and again.

What: teams, programs and camps that people talk about after, that people come back to year after year. Every positive experience creates a future customer.

The Onion

(online news publication)

Why: Make people laugh at news

How: create stories that people want to share

What: satirically, yet brilliantly written faux news articles that millions of people consume every day.

Business Strategy

Scott Collegiate

(school)

Why: It’s where my hommies learn

How: by creating a different, more engaging school experience

What: classes that get attended more, students that learn more, teachers that achieve more.

Strategy Lab

(marketing company)

Why: to make the impossible possible (at affordable pricing!)

How: by working harder and caring more

What: websites, online advertising, social media, and marketing strategies that get talked about.

Creative Options Regina

(Not-for-profit)

Why: to create a culture of gentleness

How: by practicing the four pillars of gentle teaching

Business Strategy

What: a different style of day-time care for people with disabilities.

Carmichael Outreach

(Not-for-profit)

Why: to end homelessness in Regina

How: by thinking about homelessness differently and being proactive in how you deal with it.

What: a housing first initiative that focuses on the root cause of homelessness.