

*Just who do we think we are?*

A simple explanation of a brand is the story that lives in the customer's head about your company, product, or service. So, for example, McDonald's wants us to not think "cheap hamburgers", but "part of the community" or "great place to bring the kids" or even "quick place for a healthy salad." The brand is not the Golden Arches, or the french-fries. It's the story that springs to your mind. If we have the same story in our heads that McDonald's wants us to have, then the branding has been successful.

Think of your favorite place to eat. You have some positive story in your mind about that place that is a combination of the food, the atmosphere, and the people. If a lot of people have the same story, then that place has a brand whether they consciously set out to get one or not.

We know that the Phillips Corporation brand goal is "To be the best resource in manufacturing technology – virtuosos engaging in dialogue to create the better idea."

Think of the power of that story: the best resource in manufacturing technology – virtuosos engaging in dialogue to create the better idea. This means that when you ask anyone in our marketplace, including suppliers and partners, what they think of when they think of any part of Phillips Corporation anywhere in the world, that they will tell their story about a community of people who are bent on improving themselves and the businesses and lives of everyone they touch.

The real power of the brand comes when people know the story even before they have met us, like people knowing they can get good crabs in Maryland or that San Francisco has hills and cable cars even if they have never been.

And – just like your favorite local restaurant – the story is embraced and passed on not because of advertising, but because people tell people about the unbeatable experience.

At Phillips Corporation, we call those who excite others about who we are and what we do "Brand Ambassadors". Brand Ambassadors can't help themselves – everyone who comes in contact with them is gripped by our story. Brand Ambassadors are partners, suppliers, customers, and anybody else who is living the story. It's not about what they say, it's about what they do.

Every part of Phillips Corporation around the world has its share of Brand Ambassadors, and the Community Exceleration! Team is committed to flooding the company with a critical mass of Brand Ambassadors.

A company where the vast majority of partners are continually improving themselves, contributing to one another's development, improving products and services, and engaging customers in dialogue to improve their businesses beyond their wildest imaginations won't need to tell its story over and over – the world will tell it for us.

In order for every part of Phillips Corporation around the world to be bursting with Brand Ambassadors, the CE! Team must get everything right – OGTE!, benefits and partner services, HR processes, recruiting and hiring, learning and development, communication and marketing, partner safety, etc. – and continuously and constantly make it even better.