



Does a Catchy Slogan Really Define Your Corporate Culture?

In today's competitive business environment we all want to celebrate our uniqueness to set ourselves apart from the crowd, and what better way to do this than with a catchy slogan to define who we are!

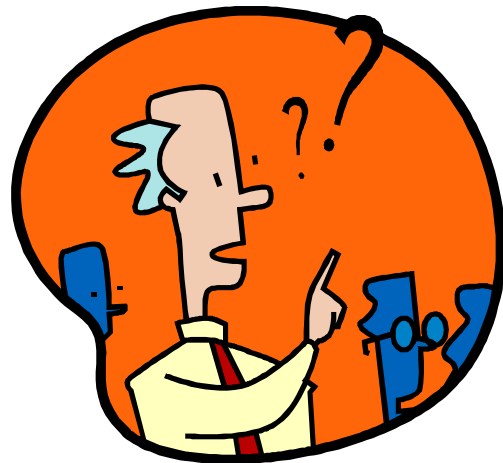
In the marketing world, catchy slogans and clever taglines play an important role for advertising and promoting your products or services, but do they really define your organization's mission and core values that your employees hold near and dear? Maybe...maybe not.

Defining your corporate culture goes much deeper than a simple marketing campaign, focusing on your organization's founding principles, values, mission and goals, to establish **who** and **what** your company is to both employees and customers alike.

For example, your company might offer financial services, sell software, create graphic design artwork, or provide counseling services – in other words, what you do. How you do these things is the foundation for defining your corporate culture. The best descriptors are the very principles that your success was built upon – innovation, client service, accountability, community support, solutions focused, etc.

Incorporating these principles into your vision and mission statements very clearly announces what your company stands for along with goals to be achieved. Being too general may dilute the effectiveness of these statements, while being too detailed and lengthy could result in the message being lost altogether.

Defining your corporate culture and values is only the beginning. Do employees know the mission and vision statements, and understand the principles and values that support them? Have company goals and objectives been communicated to employees at all levels within the organization? Most importantly, do the employees themselves believe in the corporate message?



A well defined and purposeful corporate culture gives employees and clients a personal and meaningful connection to who you are, what you do, and how you do it, building success for your organization on every level.

Please contact Double C Professional Consulting Services today for more information on how we can help you define and promote your unique corporate culture.



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