BUSINESS SCHOOL BRANDING: HOW TO STAY DIFFERENT

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Making a Brand

- Differentiate on price and quality
- Get the name right: “Business School”
- Invest in quality
- Install system-wide quality practices
- Cultivate a ‘personality’ for the school
- Know the students and the competitors
Opportunities for Differentiation

Your Business School

Products and services

- Products (new and in development)
- Services (new and in development)
- Recruitment
- New product development eg executive education
- New service development
- Undergraduate courses
- Postgraduate courses

People

- Community
- Alumni
- Students
- Employees
- Training
- Business partners
- Media
- Suppliers

Places

- Offices, reception areas and meeting rooms
- Production facilities
- Retail & social environments
- Seminars, conferences and events
- Online

Communications

- Advertising
- Sponsorship
- Merchandising
- Digital media
- Word of mouth
- Promotions
- Publications and literature
- Public relations

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One element: the students

Faculty views
• How can we recruit better students who will respond to our teaching?

Students’ views
• How will this business school help my future career?
Brand Audit

**From Existing Brand**

Organisational culture:
- Faculty & professional staff behaviours internal and external
- Attitudes to change
- Low expectations about quality and performance
- Students’ encounters with the school (*what will they text and talk about?*)

**To New Brand**

Organisational culture:
- Cohesive and balanced culture, internal and external goals agreed
- Consistent growth in quality across all work
- High expectations on quality and performance – measured
- School “personality” emerges (*what do faculty, staff and students text and talk about?*)

**Your Business School Brand**

Now...........

New...........
Risks of Inertia

• **Key risks**
  
  • People and processes do not deliver the promise in the vision, mission and tag line
  
  • Performance declines, enrolments and revenue drop
  
  • Lack of confidence in the brand inside and outside the organisation
  
  • Leaders fail to focus on the personality of the School, unable to communicate what is special
  
  • Competitors market new brands
  
• **Managing the risks**
  
  • Develop a plan to implement the new brand eg consistency in communication
  
  • Provide resources to support the plan
  
  • Strengthen internal communication
  
  • Lead discordant agendas and conflicts in the culture towards the new brand
  
  • Reward achievements that fit the brand
  
  • Measure organisational culture to map changes in attitudes and behaviour
Two superb brands .... with room for yours.... How will yours be different?
Thanks to...

Quentin Jones and his colleagues for introducing me to ideas in organisational culture and to Kenley Gordon, a former colleague, for conversations and ideas on business schools and marketing. Both have contributed to this brief presentation.