

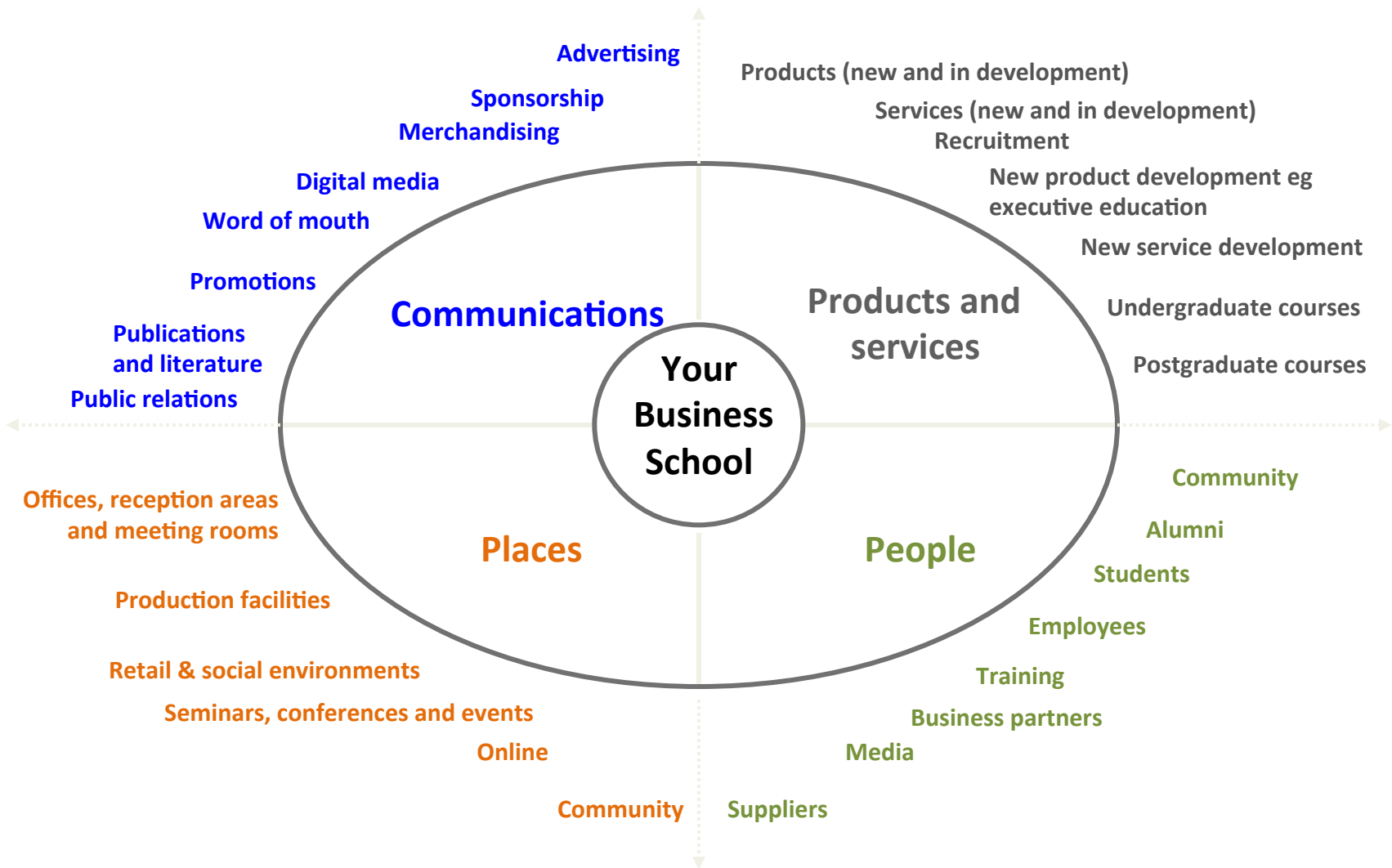
BUSINESS SCHOOL BRANDING: HOW TO STAY DIFFERENT

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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



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?*)

Your Business School Brand

Now.....

New.....

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?*)

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...

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