

# Solving the Brand Challenge

**How Conquering the Brand Challenge Elevates Every Aspect of Your Business**

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Unlock the key to business prosperity by tackling the elusive brand challenge—transforming your business strategy, marketing, sales, culture, and customer attraction.

# Solving the Brand Challenge

How Conquering the Brand Challenge Elevates Every Aspect of Your Business

**If you can solve your brand challenge, you can probably solve everything else in your business. But if you don't solve this challenge, just about everything else in your business suffers: your marketing, your sales, your culture, and your ability to attract more of the right, loyal customers.**

Here's what happens when you haven't solved the brand challenge for your business:

- You chase customers.
- You compromise your values.
- You sell your products or services for less than premium or profitable rates just to stay afloat.
- You work hard on innovating what you deliver, only to see it fall short in the market.

Most challenging of all, though, is that you work very hard to keep the organization humming, only to have a confused audience and a disengaged staff who don't seem to be on the same page as you.

**“The brand evolution forced us to take a stand for what we believe. As a result, we had more clarity on the business we're in, why and how we do what we do, the impact of our work, and the benefits to our employees and customers.”**

## As shared by client partners, here are a few things you might find surprising about brand evolution.

- **The brand evolution forced us to take a stand for what we believe.** As a result, we had more clarity on the business we're in, why and how we do what we do, the impact of our work, and the benefits to our employees and customers.
- **It seemed easier to evolve my brand as a company that's been around for years.** When we launched our business, we were in start-up mode, trying to attract enough business to stay in business. The maturity we now have provided traction; with this traction, we can more easily evolve and accelerate.
- **The brand evolution brought our leadership team together.** Because we all more deeply understood what we collectively believe and how to apply these beliefs, the leaders were in lock-step with our purpose and promise, making their jobs easier and more aligned with their personal values. This sentiment echoed to the entire team and was especially useful in our sales team's results.
- **The brand evolution unearthed research to understand better how our services (or products) impact our customers' lives.** The process went well beyond a previous "rebrand" and prior strategic planning exercises. This fused our business, marketing, and culture with how we express and communicate with our customers.
- **The brand evolution created deeper employee engagement and increased our retention.** While we expected to see an improvement in our ability to attract new customers (which is always the case), we did not anticipate the benefits we found in recruiting new employees and deepening our team's engagement in their work.
- **The media and public clarified what we do because of the brand evolution.** We have many eyes on us in the public sector, and the outcome was uplifting and highly beneficial. The public noticed what we did but didn't focus on the brand evolution but on the story we told and what we stood for. They better understood our complex organization and its benefits to our stakeholders and the public.

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**In the end, these benefits shouldn't be all that surprising.** An expert-driven brand evolution should create clarity and trust with customers, employees, and the public. It should unite a team driven to serve a purpose and do valuable work. It should attract customers who are aligned with your beliefs and appreciate that you shared your beliefs with them. They thank you with repeated purchases.

**Solving the brand challenge should capture the unique beliefs on which the organization stands and operates, distancing you from the competition. This is what all beautifully evolved brands offer.**

**Most important is this: a well-evolved brand offers integrity for your organization because it combines the disparate parts of your company by aligning your beliefs, business goals, and behaviors.**

**“There’s nothing more powerful than a united group of souls ignited in a common cause with love at the core.”**

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