



my mosaic story

A measured process of discovery and storytelling



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Who I Am



Married with two teenage stepchildren



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What I've Done

- 25+ years of marketing, strategic planning and relationship management within varied business structures

- Corporate/public



- Creative agency

PERISCOPE



- Entrepreneurial



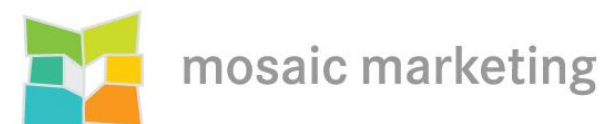
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What I've Done

- Strong non-profit experience
 - Local and International
 - Consulting and on staff
 - Board service



What I've Learned

*“We make a Living by what we get.
We make a Life by what we give.”*

WS Churchill



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MyMosaicStory™ Background

- Approach primarily used for brand development and team building
- Among board members, executive leadership, team leaders, key constituents
- Considered qualitative research (akin to focus groups)



Purpose

Designed to create an environment that actively encourages free thinking and open participation, both individually and as a collective body.



Objectives

- Generate common themes that address a shared issue or opportunity;
- Express personal thoughts and feelings in a non-threatening, non-competitive environment;
- View and appreciate others' thoughts, perceptions and ideas; and,
- Use findings to take strategic action.



Methodology

- Based on 4 methods of engaging and understanding human behavior
 - Cultural diversity
 - Information processing (input & output)
 - Change management
 - Creativity



Methodology

- **Learner, Servant, Storyteller:** A philosophy designed to prepare people and teams to enter other cultures with sensitivity and open-mindedness.
 - Learner vs. Teacher
 - Servant vs. Leader
 - Storyteller vs. Preacher



Methodology

- **Experiential Learning:** A formalized, organic process of learning to intentionally capture, assess, use and retain knowledge.
 - Experience
 - Reflect
 - Conceptualize
 - Apply



Methodology

- **Appreciative Inquiry:** A change philosophy based on the notion that there is inherently something that works – something good – within all individuals, groups, products or organizations; and that change can be managed through the identification of what works (what's good) and leveraging that knowledge to do more of what works (what's good).



Methodology

- **Metaphor Elicitation:** Designed to reveal consumers' deepest feelings about their favorite brands. A creative exercise that organically manifests metaphors developed from unique experiences and perspectives.



Southside

Life Care Center



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BACKGROUND



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Background

- Crisis pregnancy clinic founded in 1994 by local Catholic church.
- Part of Catholic-sponsored network of 28 clinics.
- Decision to disaffiliate with the Catholic Church and its network of clinics in Spring of 2010.
- Decision prompted the development of a Strategic Plan to reposition and rename this clinic within the marketplace.



Background

- To write the plan, The Clinic first needed to assess its key constituents and define the opportunity relative to its:
 - **Capability** - organization/program
 - **Capacity** - staff/resources
 - **Community outreach** - clients/donors
 - **Communications** - reputation/funding development



Background

- Objectives
 - Discover **key strengths** within the Organization that can be leveraged for greater impact.
 - Reveal **opportunities for enhancements** within the Program.
 - Uncover areas where **Staff/Resources** need to be adjusted/realigned.



Background

- Strategy
 - Identify and evaluate **Target Audiences**
 - Use a variety of data gathering **Formats**
 - Present Findings, Observations and Recommendations to the Board for **strategic action**



Background

- Formats
 - MyMosaicStory
 - Institutional Analysis
 - SWOT Analysis
 - Individual 1:1 Interviews
 - Client Survey



Setting



15 Collages





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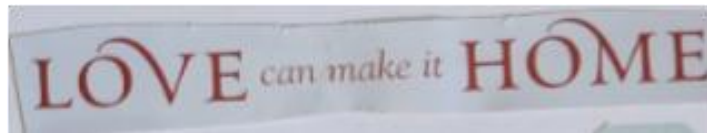
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FINDINGS



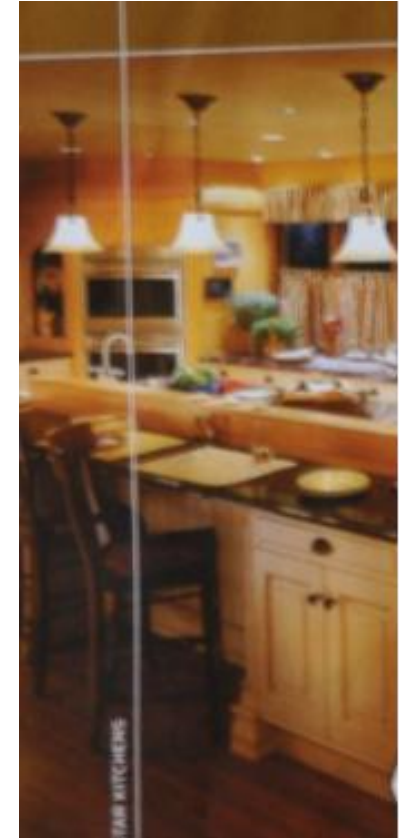
Findings

Home/House



Findings

Home/House



Findings

Women/Mom



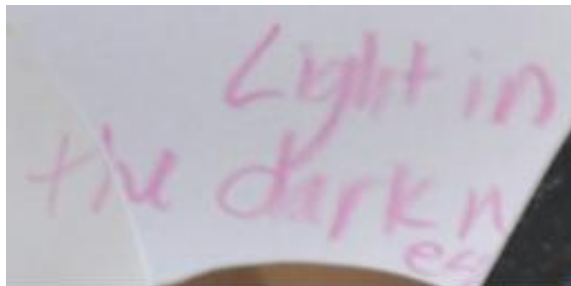
Findings

Baby



Findings

Light



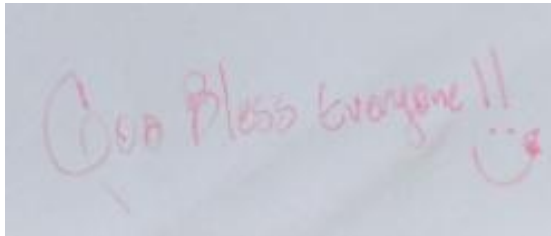
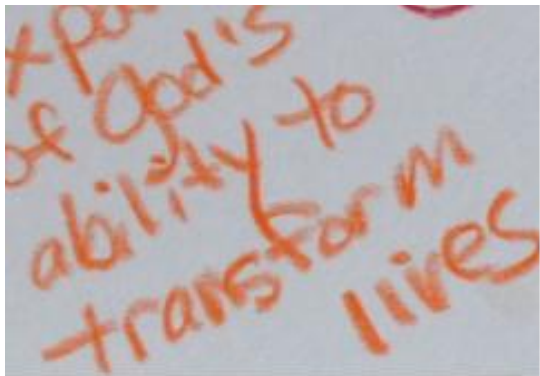
Findings

Water



Findings

God / Jesus



Findings

Garden · Families · Men · Dream/Vision



It All Started With A...
DREAM



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OBSERVATIONS



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Observations

- The Clinic's **structure is too weak** to take on too many new activities or changes too fast.
- **Limited funding** will impact roll-out of strategy.
- There is **extraordinary passion, energy and commitment** to take The Clinic to the next level by board and leadership.



RECOMMENDATIONS



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Recommendations

- At its core, the clinic's brand is to convey a feeling of “**home.**”
- In every aspect of its offering – physical environment, imagery, messaging, behaviors – it should extend a sense of **welcome, warmth, comfort, security, stability** ... and unconditional love for all.



Recommendations

- **The essence of the clinic should:**
 - Speak to families, though **women and babies** are the primary audience.
 - Incorporate lots of **light** to radiate a sense of relief, renewal, purity, hope.
 - Fountains and/or **images of water** that offer a sense of calm, cleansing, redemption, wellness.
 - **Plants/flowers/trees** to convey beauty, growth, potential, new and abundant life.
 - A clear expression of **Christian faith** for all to experience the love of God.



Recommendations

- **Core Values**

- Belief in Jesus Christ.
- Life is sacred.
- Compassion for women and families facing unplanned pregnancies.
- Education to equip, empower and encourage women and families to make healthy choices.
- Serving the community through actions & resources.
- Role-modeling healthy examples of parenting and serving others.



Recommendations

- **Mission Statement Construct**
 - **Who:** Women and families
 - **What:** Educate, equip, empower and encourage
 - **Where:** In a safe, welcoming environment
 - **When:** Faced with an unplanned pregnancy
 - **How:** By providing emotional, medical and material assistance
 - **Why:** To make health life choices / Motivated by the heart of Christ



Results

- **Mission:** With a spirit of dignity and grace, we provide life-affirming support to women and children in crisis in three areas: unplanned pregnancy, personal empowerment and humanitarian outreach.
- **Vision:** To transform lives. To make what seems impossible, possible. To remove barriers and reveal options. To equip, empower and educate. To live and serve in truth.
- **Values** We are Christian. We value all life. We are good stewards. We respond.



Before

Southside
Life Care Center

After

Tapestry
pregnancy & family
resource center



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BACKGROUND



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Background

- International non-profit ministry created in 1994 by a youth minister
- Today serves over 35,000 participants in over 69 different communities
- 8 other ministries have been added over the years
- Strategic Planning process conducted 2009-2010 (Uncovered need to create “umbrella” brand)



Background

- “Institutional” analysis already performed
- Needed inspiration to help drive and develop the new name and brand personality
- Conducted Metaphor Elicitation Collage Exercise with 15 key constituents
- Focus: To identify common denominators across all ministries



Setting



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Individual Sharing



Unique Expressions



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Group Sharing



FINDINGS



Findings

Diverse People
Eyes
Hands

Real,
Authentic
Relationships

Moving
Reaching
Experiencing

Jesus



Before



After

realRESOURCES
real people / real passion / real life



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BACKGROUND



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Background

- International non-profit founded by General Mills in 2009; spun-off June 2011
- A skills-based corporate volunteer movement that helps improve the lives of small-holder farmers and food consumers in Africa
- 300 volunteers work with 25 food processors in 4 countries
- Plans to expand to 200 food companies in 15 African countries in 5 years



Background

- Business model in place and tested
- Needed to develop marketing & communications strategy for national roll-out
- Conducted Metaphor Elicitation Collage Exercise with 11 key constituents
- Focus: To develop Brand Message Architecture



Corporate Setting



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11 Collages by board, staff & volunteers



Group Sharing



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Group Sharing



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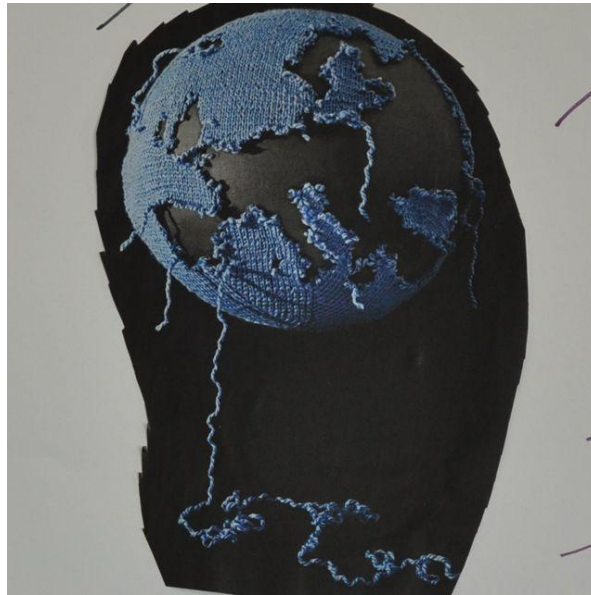
FINDINGS



Food



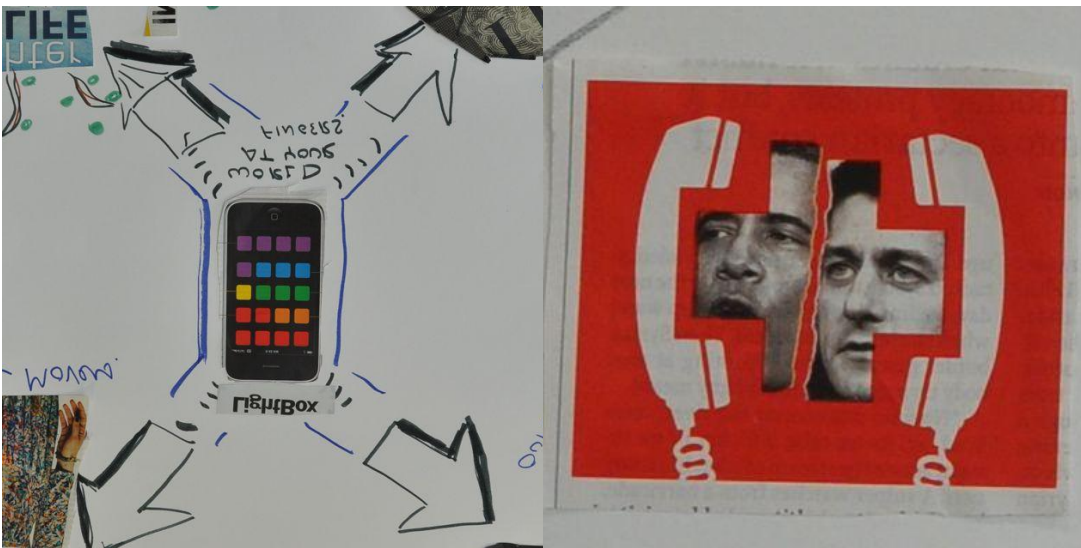
Global



People



Break-through Connections



Optimism



MyMosaicStory

Sample Questions

- Why does your non-profit exist?
- Who does your non-profit target?
 - *Who do you Serve?*
 - *Who provides Support?*
- What are the greatest benefits of your non-profit?
- What do you want people to think when they think of your non-profit?



Non-Profit Brand Architecture

Premise: Situation / Motivation that sparked the brand's vision and drives its mission.

Support: List of issues/stats/facts that support premise.

Vision

A long-term, aspirational view of the future as a result of one's brand impact. A mental visual of "tomorrow" – no action or how-to's.

Mission

The 3- to 5-year approach toward realizing the brand's Vision. Who, what, where, why and how.

Brand Promise

The commitment you make to your customer/constituents about what you'll deliver to them ... *that matters*.

Target Audience Segments

A defined segmentation of individuals, groups or organizations who have a known affinity with the brand's vision (or cause).

	<u>Audience 1</u>	<u>Audience 2</u>	<u>Audience 3</u>	<u>Audience 4</u>	<u>Audience 5</u>
Profile	Demographic, psychographic description that describes/defines each audience segment				
Attitudes	Purpose and/or perspective for audience segment's affinity w/ brand or cause.				
Channels	Where to find audience segment				
Comm Influence	Style or expression of communication that influences audience segment				
Motivation	What triggered/triggers audience segment's affinity				
Funding Affinity	Product or Service preference based on research or informed assumptions				
Competition	Who else shares this market/ministry space? What is their competitive advantage?				

Messaging

Key Message

The overarching communication to be expressed in all executions.

Secondary and/or Support Message

Supportive statement that reinforces Key Message to further trigger/evoke emotion and/or response.

Rationale

Specifically why messaging will be effective to each audience segment.

Motto / Mantra

This could also serve as a brand tagline; it underscores the core essence of the brand vision and mission.



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Observers. Planners. Connectors.

Thank you for your time ...



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