



## Transcript from July 29, 2010 to July 30, 2010

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All times are Pacific Time

### July 29, 2010

- 12:06 am **debmorello:** @ConversationAge Looking forward to it! #kaizenblog "Co-host is @3keyscoach. This week we have a guest host @Note\_to\_CMO"
- 10:41 am **3keyscoach:** What's a self-defining brand? #kaizenblog framing post <http://bit.ly/b8DujU> by co-host @Note\_To\_CMO Then discuss on Fri at 121pm ET
- 3:59 pm **Note\_to\_CMO:** 24 hours to #Kaizenblog : "What's a Self-Defining Brand?" See you tomorrow - framing post is here: <http://bit.ly/b8DujU>
- 4:46 pm **ConversationAge:** RT @Note\_to\_CMO: 24 hrs to #Kaizenblog "What's a Self-Defining Brand?" See you tomorrow 12pm ET - framing post here: <http://bit.ly/b8DujU>
- 4:48 pm **ConversationAge:** @debmorello wanted you to meet my colleague @jqigu99 -you have passion for photography in common. Hope to see you #kaizenblog chat tomorrow
- 4:51 pm **debmorello:** @ConversationAge @jqigu99 -Thank you so much for the introduction :-). Yes, see you tomrrw! #kaizenblog chat tomorrow
- 8:02 pm **ambercleveland:** RT @Note\_to\_CMO co-hosting #kaizenblog on Friday at 9PST/12ET on "Creating Self-Defining Brands."
- 9:02 pm **Note\_to\_CMO:** "This Sentence Has Five Words." A self-defining statement. Talking about self-defining brands on #kaizenblog tomorrow at 12 ET.
- 9:10 pm **tomasacker:** RT @Note\_to\_CMO: "This Sentence Has Five Words." A self-defining statement. Talking about self-defining brands on #kaizenblog tomorrow at 12 ET.
- 11:20 pm **BethHarte:** RT @Note\_to\_CMO: "This Sentence Has Five Words." A self-defining statement. Talking about self-defining brands on #kaizenblog tom. at 12 ET.

### July 30, 2010

- 1:17 am **ambercleveland:** Looking forward to #kaizenblog chat tomorrow with @Note\_to\_CMO @3keyscoach @conversationage at 12pm ET

- 1:21 am **3keyscoach:** @ambercleveland Saw your earlier convo w/ @a\_carpenter. Thx for inviting people to join in. #kaizenblog will be fun as always!
- 1:26 am **GetResults:** RT @3keyscoach: What's a self-defining brand? #kaizenblog framing post <http://bit.ly/b8DujU> by co-host @Note\_To\_CMO Then discuss on Fri at 121pm ET
- 1:33 am **3keyscoach:** @debmorello Glad to hear you'll be able to join us for #kaizenblog tomorrow. Looking forward to your thoughts on self-defining brands
- 1:40 am **debmorello:** RT @3keyscoach Thanks! Looking forward to joining! #kaizenblog tomorrow at 12pm ET Discussing self-defining brands!
- 2:18 am **3keyscoach:** @designdamage Will you be able to join us for #kaizenblog tomorrow?
- 7:38 am **engageyourbrain:** RT @3keyscoach: What's a self-defining brand? #kaizenblog framing post <http://bit.ly/b8DujU> by co-host @Note\_To\_CMO Fri at 12-1pm ET
- 1:00 pm **3keyscoach:** Ignore Failure At Your Own Peril-#kaizenblog recap <http://bit.ly/cWmFE3> #business
- 1:03 pm **3keyscoach:** @engageyourbrain Thanks for the RT! Will you be on the #kaizenblog discussion today?
- 1:10 pm **huperniketes:** @AmberCadabra The webinar sounds great but #kaizenblog is at the same time (today:Self-defining brands) Will a recording be available later?
- 1:12 pm **3keyscoach:** @designdamage 1st half is better than nothing! See you later in #kaizenblog
- 1:32 pm **ConversationAge:** Join @3keyscoach & me w/guest host @Note\_to\_CMO on ?Make Your Brand Self-Defining? #kaizenblog chat - today 12pmET
- 1:33 pm **ConversationAge:** Framing post for #kaizenblog chat here: <http://bit.ly/b8DujU> - guest host @Note\_to\_CMO - today 12pm ET
- 1:38 pm **debmorello:** Looking forward to: RT @ConversationAge Framing post for #kaizenblog chat here: <http://bit.ly/b8DujU> - guest host @Note\_to\_CMO today 12pm ET
- 1:49 pm **marketingfltr:** RT @ConversationAge Framing post for #kaizenblog chat here: <http://bit.ly/b8DujU> - guest host @Note\_to\_CMO - today 12pm ET
- 2:45 pm **huperniketes:** RT @ConversationAge: Framing post for #kaizenblog chat here: <http://bit.ly/b8DujU> - guest host @Note\_to\_CMO - today 12pm ET
- 3:30 pm **3keyscoach:** In 30 minutes, join us w/guest host @Note\_to\_CMO on ?Make Your Brand Self-Defining? #kaizenblog chat - Fri 12pmET
- 3:44 pm **debmorello:** From the road getting a question in early ;-)) do you find clients sometimes confuse 'brand' and 'reputation'? @3keyscoach #kaizenblog

- 3:47 pm **3keyscoach:** RT @ debmorello From road getting ?in early ;-) do you find clients sometimes confuse 'brand' & 'rep'?  
@3keyscoach #kaizenblog @Note\_To\_CMO
- 3:51 pm **3keyscoach:** In about 15 minutes, join @ConversationAge & me w/guest host @Note\_to\_CMO on ?Make Your Brand Self-Defining? #kaizenblog chat #kaizenblog
- 3:56 pm **Note\_to\_CMO:** Your #kaizenblog homework: know what an Eigen Value is? "This sentence has five words." A self-defining "truism." It's unarguable.
- 3:56 pm **KnowledgeBishop:** East coasters - Power that lunch hour with a hearty slab of #kaizenblog. Chat starts in 5 minutes. via @3keyscoach
- 3:58 pm **Note\_to\_CMO:** Your #Kaizenblog homework (2): Eigen Values come from cybernetics - has influenced philosophy/psy/architecture/art. Business applications!
- 3:59 pm **Note\_to\_CMO:** Your #Kaizenblog homework (3): Let's talk about how this idea impacts management, marketing, customer service, prod development... in 2 min.
- 4:01 pm **3keyscoach:** RT @Note\_to\_CMO: Your #Kaizenblog HW (2): Eigen Values>from cybernetics-influenced philosophy/psy/architecture/art. Biz apps! #kaizenblog
- 4:01 pm **Note\_to\_CMO:** Your #Kaizenblog bulk pack: framing post here - <http://bit.ly/8YcEoQ> - e-book (12 pages) here - <http://bit.ly/cul67r>
- 4:02 pm **3keyscoach:** RT @Note\_to\_CMO #kaizenblog HW: know what an Eigen Value is? "This sentence has 5 wds." A self-defining "truism" Its unarguable #kaizenblog
- 4:02 pm **ConversationAge:** Welcome everyone to #kaizenblog chat from @3keyscoach & me with special guest host @Note\_to\_CMO on ?Make Your Brand Self-Defining?
- 4:03 pm **3keyscoach:** RT @Note\_to\_CMO #Kaizenblog HW (3): Lets talk about how idea impacts mgt, mrktg, customer service, prod development... in 2 min. #kaizenblog
- 4:03 pm **3keyscoach:** RT @Note\_to\_CMO: Your #Kaizenblog bulk pack: framing post here - <http://bit.ly/8YcEoQ> - e-book (12 pages) - <http://bit.ly/cul67r> #kaizenblog
- 4:03 pm **3keyscoach:** Hello everyone! Who's here today? #kaizenblog
- 4:04 pm **3keyscoach:** @engageyourbrain LOL Welcome and glad you're here! #kaizenblog
- 4:04 pm **CASUDI:** @ConversationAge @3keyscoach I dont seem to be visible today :- ) #kaizenblog
- 4:04 pm **jschwartz42:** Welcome everyone to #kaizenblog chat from @3keyscoach & me with special guest host @Note\_to\_CMO on ?Make Your Brand Self-Defining?
- 4:04 pm **GetResults:** @CASUDI Caroline, you are always visible - and worth seeing! #kaizenblog
- 4:05 pm **3keyscoach:** @CASUDI Ah, you are a beacon of light! Welcome! #kaizenblog

- 4:05 pm **CASUDI:** @GetResults haha finally i showed up ~ good morning #kaizenblog
- 4:05 pm **tamadear:** Jumping in to #kaizenblog today. One of my favorites!
- 4:05 pm **GetResults:** Good day, Biz marketing & branding expert, consultant, author, speaker, coach/mentor & succession planner. Good to be here on #kaizenblog
- 4:06 pm **MaryAnnHalford:** Joining in for an interesting tweetchat with @Note\_to\_CMO - just downloaded his ebook at <http://www.stephendenny.com/thanks/> #kaizenblog
- 4:06 pm **QuantFun:** Hello friend fellow chatters! Quantfun here & hoping to achieve self-definition. #kaizenblog
- 4:06 pm **GetResults:** @QuantFun - Ambitious - that's a good thing! #kaizenblog
- 4:07 pm **WDYWFT:** @GetResults I see you'll be chatting again 4 next 4 hours ;) #kaizenblog
- 4:07 pm **chrissfife:** Engagement marketing strategist and self-proclaimed Marketing Conversationalist here for #kaizenblog chat. Don't make it here often enough.
- 4:07 pm **3keyscoach:** Q1 How does creating a self-defining ?truism? help/hurt a brand?s process of creating its outputs? #kaizenblog
- 4:07 pm **CASUDI:** INTRO: This is how we made our PB self defining before ONLINE tools <http://bit.ly/MJSk4> #kaizenblog
- 4:07 pm **3keyscoach:** @MaryAnnHalford Happy belated birthday! #kaizenblog
- 4:08 pm **a\_carpenter:** Hello everyone! Looking forward to a great #kaizenblog discussion today. Always looking for more efficient ways of doing things!
- 4:08 pm **Note\_to\_CMO:** Have to observe the obvious - Twitter handles are great opp's for Eigen Values. #kaizenblog
- 4:08 pm **MaryAnnHalford:** @3keyscoach thank you - but as a Leo, birthday's always go beyond the day! #kaizenblog
- 4:09 pm **3keyscoach:** We've got great crowd! Hello @a\_carpenter @QuantFun @chrissfife @WDWFT #kaizenblog
- 4:09 pm **ConversationAge:** Q1: How does creating a self-defining ?truism? help/hurt a brand?s process of creating its outputs? #kaizenblog
- 4:09 pm **3keyscoach:** RT @CASUDI: INTRO: This is how we made our PB self defining before ONLINE tools <http://bit.ly/MJSk4> #kaizenblog
- 4:09 pm **goprotools:** @a\_carpenter When & where is the #kaizenblog discussion being held?
- 4:09 pm **MaryAnnHalford:** @Note\_to\_CMO are you suggesting Twitter handles that define your brand? #kaizenblog
- 4:09 pm **managementsushi:** RT @ConversationAge: Q1: How does creating a self-defining ?truism? help/hurt a brand?s process of creating its outputs? #kaizenblog
- 4:10 pm **a\_carpenter:** @goprotools Just follow the #kaizenblog hash tag Fridays 9AM. Come join in!

- 4:11 pm **3keyscoach:** @goprotools You can use Tweetchat or Tweetgrid and use hashtag #kaizenblog to join in #kaizenblog
- 4:11 pm **Note\_to\_CMO:** A1. Self-defining outputs - websites, logos, etc - that are absolutely unique / like fingerprint solidify a brand's ID. #Kaizenblog
- 4:11 pm **3keyscoach:** @goprotools We just started so you are very welcome! #kaizenblog
- 4:11 pm **goprotools:** @a\_carpenter will do. Thank you! #kaizenblog
- 4:12 pm **Note\_to\_CMO:** A1. How many brands do we see that look like a dozen companies in the market? Oy. #Kaizenblog
- 4:12 pm **GetResults:** @ConversationAge A1 - ability to create "self-defining" (wherever created) stmts for biz reinforce & support brand ID #kaizenblog
- 4:12 pm **chrissfife:** @3keyscoach Can you expand/define what you consider a "self-defining truism"? #kaizenblog
- 4:12 pm **3keyscoach:** RT @Note\_to\_CMO A1Self-defining outputs -websites, logos, etc-that are absolutely unique / like fingerprint solidify a brands ID #kaizenblog
- 4:12 pm **QuantFun:** Favorite self-definer: Apple: simple logo, simple packaging, simple retail, simple products #kaizenblog
- 4:13 pm **KnowledgeBishop:** I hadn't heard of Eigen Values, but I did choose my twitter handle hoping it would be self-defining. #kaizenblog #kaizenblog
- 4:13 pm **Note\_to\_CMO:** @chrissfife When you look at a statement like "This sentence has five words," it's not something you can argue... #kaizenblog
- 4:13 pm **CASUDI:** A1: A self Defining truism like logo /slogan can help distinguish your brand from all others ~ like biometrics :-)  
#kaizenblog
- 4:13 pm **3keyscoach:** @Note\_to\_CMO Could you remind us what a truism is and output? #kaizenblog
- 4:13 pm **QuantFun:** I love the eigenvalue metaphor (but a tiny math nit: it's the eigenvector that replicates, not the eigenvalue)  
#kaizenblog
- 4:14 pm **3keyscoach:** RT @CASUDI: A1: A self Defining truism like logo /slogan can help distinguish your brand from all others ~ like biometrics :-)  
#kaizenblog
- 4:14 pm **MaryAnnHalford:** More self-defining twitter handles here @KnowledgeBishop @QuantFun @GetResults #kaizenblog
- 4:14 pm **ConversationAge:** RT @engageyourbrain: it's helping my startup with it's first brand as the 'Pix' part of the brand to allow the stretch  
#kaizenblog
- 4:14 pm **Note\_to\_CMO:** @chrissfife ... so when we create brand "outputs" - the animations of the brand in the mkt - we're looking for self identity #kaizenblog
- 4:14 pm **chrissfife:** @Note\_to\_CMO Ah, ok, I see. thanks #kaizenblog

- 4:14 pm **GetResults:** @Note\_to\_CMO the more effort committed to brand clarity thru self-defining stmts the easier 2 remember brand's central focus #kaizenblog
- 4:14 pm **3keyscoach:** RT @sanchezjb: Self-defining "truisms" communicated externally, will be judged on authenticity & consistency. That can help/hurt #kaizenblog
- 4:15 pm **ConversationAge:** RT @GetResults: A1 - ability to create "self-defining" (wherever created) stmts for biz reinforce & support brand ID #kaizenblog
- 4:15 pm **QuantFun:** "You are what you Tweet" RT @MaryAnnHalford: More self-defining twitter handles here @KnowledgeBishop @QuantFun @GetResults #kaizenblog
- 4:15 pm **GetResults:** RT @CASUDI: A1: A self Defining truism like logo /slogan can help distinguish your brand from all others ~ like biometrics :- ) #kaizenblog
- 4:16 pm **goprotools:** @QuantFun That is very true. #Apple's logo is very clean. #kaizenblog
- 4:16 pm **Note\_to\_CMO:** Truth is, we're all (as consumers) very busy. We dont care that much abt "brands." So consistency/Eigen behaviors are critial. #kaizenblog
- 4:16 pm **3keyscoach:** Just a quick reminder-keep your tweets short enough so we can RT you #kaizenblog
- 4:16 pm **QuantFun:** Self-definition is a leadership vs. followership issue: leaders self-define, followers don't #kaizenblog
- 4:16 pm **debmorello:** RT @GetResults: @Note\_to\_CMO the more effort committed to brand clarity thru self-defining stmts the easier 2 remember brand's central focus #kaizenblog
- 4:17 pm **Note\_to\_CMO:** How many logos do we see that could be anyones? #kaizenblog
- 4:17 pm **LoisMarketing:** RT @CASUDI: A1: A self Defining truism like logo /slogan can help distinguish your brand from all others ~ like biometrics :- )#kaizenblog
- 4:17 pm **G1Creative:** RT @designdamage: branding = communication & meaning of ur communication is the response u get, visuals r subjective, words/actions means more #kaizenblog
- 4:17 pm **chrissfife:** With different medium limitations, selfdefining gets tricky. Like personalized license plates/handles are often misunderstood. #kaizenblog
- 4:17 pm **Note\_to\_CMO:** Re leadership/followership, problem is followers need to define brand. Disconnects are 2 damaging. #kaizenblog
- 4:17 pm **3keyscoach:** RT @Note\_to\_CMO Truth is, we're (as consumers)very busy We dont care much abt "brands" So consistency/Eigen behaviors R critical #kaizenblog
- 4:17 pm **kozinets:** RT @Note\_to\_CMO: How many logos do we see that could be anyones? #kaizenblog
- 4:17 pm **3keyscoach:** RT @Note\_to\_CMO: How many logos do we see that could be anyones? #kaizenblog

- 4:18 pm **chrissfife:** RT @QuantFun: Self-definition is a leadership vs. followership issue: leaders self-define, followers don't #kaizenblog
- 4:18 pm **CASUDI:** @MaryAnnHalford I branded CASUDI <http://bit.ly/9GmHUV> over 20 years ago ~ twitter handle #kaizenblog
- 4:18 pm **3keyscoach:** RT @Note\_to\_CMO: Re leadership/followership, problem is followers need to define brand. Disconnects are 2 damaging. #kaizenblog
- 4:18 pm **debmorello:** @Note\_to\_CMO Consistency! Yesss #kaizenblog
- 4:18 pm **QuantFun:** Leaders don't try to be all things to all people: be 100% awesome to 10% of market vs. 10% awesome & ill-defined #kaizenblog
- 4:19 pm **GetResults:** @Note\_to\_CMO yes, exactly, we offer our brand to the world, the world decides, brand takes on true identity #kaizenblog
- 4:19 pm **Note\_to\_CMO:** @kozinet Hey - good to see you here - Dr. Koz is "father of netnography" + Prof of Mkting at York U in Canada - #kaizenblog
- 4:19 pm **3keyscoach:** RT @QuantFun: Leaders dont try to be all things to all people: be 100% awesome to 10% of market vs. 10% awesome & ill-defined #kaizenblog
- 4:19 pm **MaryAnnHalford:** RT @CASUDI: @MaryAnnHalford I branded CASUDI <http://bit.ly/9GmHUV> over 20 years ago ~ twitter handle >How Prescient! #kaizenblog
- 4:19 pm **KnowledgeBishop:** RE, disconnects ... "Espoused-but-unlived" brands create cynicism, promise what they do not deliver. - Norm Smallwood #kaizenblog
- 4:19 pm **ActiveIngreds:** RT @QuantFun: Leaders dont try to be all things to all people: be 100% awesome to 10% of market vs. 10% awesome & ill-defined #kaizenblog
- 4:19 pm **3keyscoach:** RT @Note\_to\_CMO: @kozinet Hey - good to see you here - Dr. Koz is "father of netnography" + Prof of Mkting at York U in Canada #kaizenblog
- 4:19 pm **tomasacker:** Meaning built into symbols/logos through actions. Southwest Airlines not self-defining name. #kaizenblog
- 4:19 pm **Note\_to\_CMO:** Real problem pops up in areas like cust svc. "Your call is important to us" mentality. Clearly, yr call isn't. #kaizenblog
- 4:19 pm **MaryAnnHalford:** RT @QuantFun: Leaders dont try to be all things to all people: be 100% awesome to 10% of market vs. 10% awesome & ill-defined #kaizenblog
- 4:20 pm **GetResults:** @kozinet Am reminded of old B&B house ad, "It's not creative unless it sells." #kaizenblog
- 4:20 pm **ConversationAge:** RT @Note\_to\_CMO: Real problem pops up in areas like cust svc. "Your call is important to us" mentality. Clearly, yr call isn't. #kaizenblog

- 4:20 pm **ActiveIngreds:** very cool RT @CASUDI: @MaryAnnHalford I branded CASUDI <http://bit.ly/9GmHUV> over 20 years ago -twitter handle >How Prescient! #kaizenblog
- 4:20 pm **MaryAnnHalford:** RT @GetResults: @kozinets Am reminded of old B&B house ad, "Its not creative unless it sells." > SO TRUE #kaizenblog
- 4:20 pm **ActiveIngreds:** RT @chrissfife: @Note\_to\_CMO agree. consumers dont care about brands. They care about fulfilling their wants and needs. #kaizenblog
- 4:20 pm **GetResults:** @WDYWFT I wish we had those 4 hours on topics like this (and kidding is fine - bring it on) #kaizenblog
- 4:20 pm **GetResults:** @3keyscoach - the 140 constrictor - often yields 115 (hard to do, but can be self-defining) #kaizenblog
- 4:20 pm **goprotools:** @3keyscoach Yes but even that would be incremental progress. No one starts out being 100% awesome. You improve all of the time. #kaizenblog
- 4:20 pm **chrissfife:** Great! RT @QuantFun Leaders aren't all things to all people: be 100% awesome to 10% of market vs. 10% awesome & ill-defined #kaizenblog
- 4:21 pm **Note\_to\_CMO:** RT @KnowledgeBishop: "Espoused-but-unlived" brands create cynicism, promise what they do not deliver. - Norm Smallwood #kaizenblog
- 4:21 pm **3keyscoach:** So don't need name? RT @tomasacker: Meaning built into symbols/logos through actions. Southwest Airlines not self-defining name. #kaizenblog
- 4:21 pm **QuantFun:** Agree with @Note\_to\_CMO follower connection: leaders self-define who they want as followers, then connect better #kaizenblog
- 4:21 pm **chrissfife:** RT @ConversationAge: RT @Note\_to\_CMO: Real problem pops up in areas like cust svc. "Your call is important to us" mentality. Clearly, yr call isn't. #kaizenblog
- 4:21 pm **CASUDI:** @Note\_to\_CMO and "Have a Nice Day "after problem not solved ~ ref: customer service :- ) #kaizenblog
- 4:21 pm **Note\_to\_CMO:** RT @ActiveIngreds: RT @QuantFun: Leaders dont try 2 be all things 2 all people: be 100% awesome to 10% of market vs. 10% awesome #kaizenblog
- 4:22 pm **QuantFun:** RT @Note\_to\_CMO: Real problem pops up in areas like cust svc. "Your call is important to us" mentality. Clearly, yr call isnt. #kaizenblog
- 4:22 pm **LoisMarketing:** #kaizenblog A1 We are the "leaders" of our blogs and are the ones to "self-define" and brand them
- 4:22 pm **Sametz:** Hello #kaizenblog folks! This is @megfowler, tweeting from our company's account. Just catching up on the topic. :)
- 4:22 pm **ElizabethBraid:** RT @ConversationAge: RT @Note\_to\_CMO: Real problem pops up in areas like cust svc. "Your call is important to us" mentality. Clearly, yr call isn't. #kaizenblog

- 4:22 pm **CASUDI:** RT@GetResults @3keyscoach - the 140 constrictor - often yields 115 (hard to do, but can be self-defining) #kaizenblog
- 4:22 pm **3keyscoach:** @goprotools Hence kaizen. Not sure we ever get to 100% as we learn our craft each day. #kaizenblog
- 4:22 pm **GetResults:** @tomasacker Certainly, not anymore - they might consider "southwest" as a lifestyle/biz style clarification #kaizenblog
- 4:23 pm **engageyourbrain:** @Note\_to\_CMO agree but logo recognition is high. The question is can 'new' logos identify what the core business is #kaizenblog
- 4:23 pm **QuantFun:** Yes! self-define talk & walk RT @KnowledgeBishop: RE, disconnects ... "Espoused-but-unlived" brands create cynicism #kaizenblog
- 4:23 pm **WDYWFT:** "Heluva Good!® Sour Cream Dips and Cheese r the perfect way to add flavor to any occasion." #kaizenblog
- 4:24 pm **3keyscoach:** @GetResults Get to point quicker? Stay on message more effectively? #kaizenblog
- 4:24 pm **Note\_to\_CMO:** RT @thinkBIG\_blog: @Note\_to\_CMO ?based on brand perceptions, we need X and brand A = X. We don't need to think about it. SALE. #kaizenblog
- 4:25 pm **GetResults:** @3keyscoach in the SMB world, logos are often more a manifestation of an artists talent than a good selling tool #kaizenblog
- 4:25 pm **kozinet:** RT @GetResults: @kozinet Am reminded of old B&B house ad, "It's not creative unless it sells." #kaizenblog
- 4:25 pm **Sametz:** A1: Brand and logo are very diff. things, but great logos work with rest of your brand system to differentiate you. #kaizenblog
- 4:25 pm **GetResults:** @WDYWFT I'm tempted to leave for lunch, but I'll hold on. #kaizenblog
- 4:26 pm **CASUDI:** RT@GetResults @3keyscoach in the SMB world, logos are often more a manifestation of an artists talent than a good selling tool #kaizenblog
- 4:26 pm **Note\_to\_CMO:** Q2: Which brands are so consistent that their stuff is identifiable even when you don't know that it's theirs? #kaizenblog
- 4:26 pm **WDYWFT:** RT @3keyscoach Q1 How does creating a self-defining ?truism? help/hurt a brand?s process of creating its outputs? #kaizenblog
- 4:26 pm **3keyscoach:** RT @ GetResults in the SMB world, logos are often more a manifestation of an artists talent than a good selling tool #kaizenblog
- 4:26 pm **Sametz:** A logo doesn't define a brand, it epitomizes it visually and prompts recognition. #kaizenblog
- 4:26 pm **LoisMarketing:** RT @GetResults: @3keyscoach in the SMB world, logos are often more a manifestation of an artists talent than a good selling tool #kaizenblog

- 4:27 pm **CASUDI:** Got to take a call ~ hope to back today :- ) #kaizenblog
- 4:27 pm **LoisMarketing:** #kaizenblog Logos are wonderful but focus must be on defining and protecting the brand
- 4:27 pm **3keyscoach:** RT @Note\_to\_CMO: Q2: Which brands are so consistent that their stuff is identifiable even when you don?t know that it?s theirs? #kaizenblog
- 4:28 pm **Sametz:** A2: Apple, right off the top of my head. :) #kaizenblog
- 4:28 pm **QuantFun:** Self-replicating virtuous cycle: product sells the logo and logo sells the product. (only if self-consistent) #kaizenblog
- 4:28 pm **3keyscoach:** @LoisMarketing How does that contribute to self-definition? #kaizenblog
- 4:28 pm **chrissfife:** self-defining brand name isn't always great. sometimes u want to mask what it does w/ brand name for social comfort in a store #kaizenblog
- 4:28 pm **ConversationAge:** RT @Note\_to\_CMO: Q2: Which brands are so consistent that their stuff is identifiable even when you don?t know that it?s theirs? #kaizenblog
- 4:28 pm **debmorello:** @Note\_to\_CMO what about Reputation vs. Brand or the same for some? Not a consumer brand, but expert advisors i.e. risk managers. #kaizenblog
- 4:29 pm **ConversationAge:** @chrissfife can you say more about that? Maybe use an example? #kaizenblog
- 4:29 pm **chrissfife:** RT @3keyscoach: RT @ GetResults in the SMB world, logos are often more a manifestation of an artists talent than a good selling tool #kaizenblog
- 4:29 pm **3keyscoach:** RT @MaryAnnHalford: @Note\_to\_CMO 2. Consistent self-definable brands - Tiffanys - Hermes - Apple - Mercedes - BMW #kaizenblog
- 4:29 pm **Note\_to\_CMO:** @debmorello I often look at brand/rep in systems terms - continuous feedback loop. Disconnects get caught/ corrected. #kaizenblog
- 4:30 pm **3keyscoach:** @chrissfife Can you say more about self-defining name not helping? #kaizenblog
- 4:30 pm **LoisMarketing:** RT @3keyscoach: @LoisMarketing How does that contribute to self-definition? #kaizenblog > Logos, identity evolve &"stick" from strong brand
- 4:30 pm **Note\_to\_CMO:** A2: I used Vibram 5 Fingers in my e-book re "Eigen Cultures." No one else could have made this shoe. #kaizenblog
- 4:30 pm **ConversationAge:** RT @Note\_to\_CMO: A2: I used Vibram 5 Fingers in my e-book re "Eigen Cultures." No one else could have made this shoe. #kaizenblog
- 4:31 pm **ambercleveland:** Like a kid sliding into my desk way after the bell, so late to the chat...A2 Nike, Target, Rolex, Starbucks, Apple #kaizenblog

- 4:31 pm **sanchezjb:** @ConversationAge @Note\_to\_CMO Gr8 example of "customer svc" truism! Real truisms ultimately determined by customers/the public. #kaizenblog
- 4:31 pm **3keyscoach:** RT @LoisMarketing: Logos, identity evolve &"stick" from strong brand #kaizenblog
- 4:31 pm **Note\_to\_CMO:** @MaryAnnHalford MaryAnn - how wld you define any in terms of their brand-cust svc or brand-(other) link? #kaizenblog
- 4:32 pm **3keyscoach:** And...? RT @Note\_to\_CMO: A2: I used Vibram 5 Fingers in my e-book re "Eigen Cultures." No one else could have made this shoe. #kaizenblog
- 4:32 pm **ambercleveland:** A2 - And Google #kaizenblog
- 4:32 pm **LoisMarketing:** @ConversationAge A simple one: 90%+ of us consider a tissue a "Kleenex"! #kaizenblog A2
- 4:32 pm **chrissfife:** @ConversationAge for social comfort not use selfdefining names on personal or illness products. I'm surprised GasX does well #kaizenblog
- 4:32 pm **Note\_to\_CMO:** @chrissfife Self-defining name doesn't have to be literal, IMO. Apple, for ex, is a great metaphor. Gravity/simple/aha. #kaizenblog
- 4:32 pm **ConversationAge:** RT @LoisMarketing: A simple one: 90%+ of us consider a tissue a "Kleenex"! #kaizenblog A2
- 4:33 pm **Sametz:** Pretty logos can't save a brand, but a great brand can always evolve a lackluster logo. #kaizenblog
- 4:33 pm **ConversationAge:** RT @chrissfife: for social comfort not use selfdefining names on personal or illness products. I'm surprised GasX does well #kaizenblog
- 4:33 pm **ambercleveland:** Jello! RT @LoisMarketing: @ConversationAge A simple one: 90%+ of us consider a tissue a "Kleenex"! #kaizenblog A2 #kaizenblog
- 4:33 pm **MaryAnnHalford:** @Note\_to\_CMO brand-cust svc = Apple (Genius Bar) + Comcast (Comcast Cares) + Zappos + Best Buy (Geek Squad) #kaizenblog
- 4:33 pm **Sametz:** @LoisMarketing @ConversationAge Not to mention Jell-O! #kaizenblog
- 4:33 pm **Note\_to\_CMO:** @chrissfife So let's choose the oh-so-sexy Gas-X. What Eigen Metaphor could we use to rename them? (Oh, I wish I'd skipped this) #kaizenblog
- 4:33 pm **BlakeGroup:** RT @LoisMarketing @ConversationAge A simple one: 90%+ of us consider a tissue a "Kleenex"! #kaizenblog A2 Also "xerox"!
- 4:33 pm **3keyscoach:** @Note\_to\_CMO What does a disconnect look like? #kaizenblog
- 4:33 pm **GetResults:** @LoisMarketing the problem with becoming a generic brand, like "Kleenex" is that it sells other people's products #kaizenblog

- 4:33 pm **LoisMarketing:** @ambercleveland Jello! and hello! :) #kaizenblog
- 4:33 pm **WDYWFT:** @chrissfife Beano - and there'll be no gas. #kaizenblog
- 4:34 pm **GetResults:** @Note\_to\_CMO A2 - COKE - the name/the bottle - there's no mistaking it. #kaizenblog
- 4:34 pm **GetResults:** RT @Sametz: Pretty logos can't save a brand, but a great brand can always evolve a lackluster logo. #kaizenblog
- 4:34 pm **WDYWFT:** RT @GetResults: @LoisMarketing the problem with becoming a generic brand, like "Kleenex" is that it sells other peoples products #kaizenblog
- 4:34 pm **BlakeGroup:** Totally agree! RT @Sametz Pretty logos can't save a brand, but a great brand can always evolve a lackluster logo. #kaizenblog
- 4:34 pm **3keyscoach:** @Note\_to\_CMO @chrissfife Would 3M be example of name not necessarily reflecting self-definition? #kaizenblog
- 4:34 pm **MaryAnnHalford:** RT @WDYWFT: @chrissfife Beano - and there'll be no gas. > Good Ex + LOL #kaizenblog
- 4:35 pm **Note\_to\_CMO:** @3keyscoach Disconnects: if you're about "worry-free," don't present brand in front of rows of law books/dark/doom symbols #kaizenblog
- 4:35 pm **ambercleveland:** @Sametz we are on the same page, I said Jello too :) #kaizenblog
- 4:35 pm **chrissfife:** @3keyscoach self-defining names could be neg. if produc. is socially uncomfortable. Easier to ask for brand w/o self-def. name #kaizenblog
- 4:35 pm **Note\_to\_CMO:** @3keyscoach Yes. 3M doesn't mean anything to anyone. Know what it stands for? #kaizenblog
- 4:35 pm **KnowledgeBishop:** In science, "eigenvalues" show how much a thing has been "scaled up". If your biz name is an Eigen Value, it's bound to scale! #kaizenblog
- 4:36 pm **tamadear:** @GetResults @Note\_to\_CMO And Coke started with a self-defining name; Coca-Cola...cola made with coca. #kaizenblog
- 4:36 pm **shotgunconcepts:** Logos are faces. Brands are personalities. #kaizenblog
- 4:36 pm **MaryAnnHalford:** @chrissfife like "Merit" and "Virginia Slims" - cigarette brands! #kaizenblog
- 4:36 pm **3keyscoach:** @chrissfife That's true. There are products I'd rather find on my own than ask for assistance. :) #kaizenblog
- 4:36 pm **LoisMarketing:** RT @GetResults:the problem with becoming a generic brand ... > as others are chiming in Xerox and Jello do the same! #kaizenblog
- 4:36 pm **goprotools:** @Note\_to\_CMO Minnesota Mining & Manufacturing. #kaizenblog
- 4:36 pm **Note\_to\_CMO:** @GetResults Ever visit Coke's Atlanta HQ? Friendly brand, security > Pentagon. May be a stretch, but a strange disconnect. #kaizenblog

- 4:37 pm **tatitosi:** RT @GetResults: @kozinets Am reminded of old B&B house ad, "It's not creative unless it sells." #kaizenblog
- 4:37 pm **Note\_to\_CMO:** RT @WDYWFT: @chrissfife Beano - and there'll be no gas. #kaizenblog [Thanks - hopefully, we got the point on this!]
- 4:37 pm **3keyscoach:** @Note\_to\_CMO It used to be Minnesota Mining and (something I can't remember) but can you live w/out scotch tape or post-its? #kaizenblog
- 4:37 pm **sanchezjb:** @tamadear "Coca-Cola...cola made with coca" < And something else. #kaizenblog
- 4:37 pm **BlakeGroup:** @GetResults @LoisMarketing Yes, something can be so good that it's no good! #kaizenblog
- 4:37 pm **MaryAnnHalford:** RT @3keyscoach: @chrissfife Thats true. There are products Id rather find on my own vs ask 4 assist. :)>The embarrassing ones! #kaizenblog
- 4:38 pm **3keyscoach:** Thx. I couldn't remember manufacturing. RT @goprotools: @Note\_to\_CMO Minnesota Mining & Manufacturing. #kaizenblog
- 4:38 pm **GetResults:** @Note\_to\_CMO I suspect some aspects guided by Coke formula - a trade secret - not a patent. But understand the point #kaizenblog
- 4:38 pm **LoisMarketing:** #kaizenblog A3 For distinctive brands I tend to think of cars and their unique features, how you readily ID them on the road #kaizenblog
- 4:38 pm **Note\_to\_CMO:** @goprotools yes! 3M is easier to say. Now, onto the next round: how about TDK? #kaizenblog [Kidding - don't have to!]
- 4:38 pm **chrissfife:** @WDYWFT yes, Beano. Not really self-defining except their tagline #kaizenblog. Perhaps gas isn't that socially uncomfortable.
- 4:38 pm **tamadear:** @sanchezjb Well, yes, it was. ;) #kaizenblog
- 4:38 pm **MaryAnnHalford:** @BlakeGroup or it's not good if you indulge - e.g. a wonderful bottle of wine . . . #kaizenblog
- 4:39 pm **LoisMarketing:** #kaizenblog A3 How you readily recognize a Mercedes, a Honda, a VW for their "look" as well as logos
- 4:39 pm **ConversationAge:** RT @LoisMarketing: A3 For distinctive brands I tend to think of cars, their unique features, how you readily ID them on the road #kaizenblog
- 4:39 pm **Note\_to\_CMO:** Let's look at a management ex. Heard about Method's hiring practices? One on group, "how to keep Method weird" interviews? #kaizenblog
- 4:39 pm **BlakeGroup:** @MaryAnnHalford you betcha!!! (chocolate!) #kaizenblog
- 4:39 pm **3keyscoach:** Q3 When is it okay to break away from your core brand elements? #kaizenblog

- 4:40 pm **3keyscoach:** RT @LoisMarketing: #kaizenblog A3 How you readily recognize a Mercedes, a Honda, a VW for their "look" as well as logos #kaizenblog
- 4:40 pm **chrisssife:** I like that. RT @shotgunconcepts Logos are faces. Brands are personalities. #kaizenblog
- 4:40 pm **LoisMarketing:** RT @F1B\_Indi: Xerox had full page ad in OhioBAR Magazine telling people not to use their name as anything but an adjective #kaizenblog
- 4:40 pm **netscribe:** RT @shotgunconcepts: Logos are faces. Brands are personalities. #kaizenblog
- 4:40 pm **LoisMarketing:** RT @F1B\_Indi: @LoisMarketing They said not to use it as a verb, noun, or anything else besides to identify their products! #kaizenblog
- 4:40 pm **ambercleveland:** @chrisssife I think GasX does well b/c people know what it's for w/o researching, it's helpful when staring at 100s of prods #kaizenblog
- 4:40 pm **3keyscoach:** RT @chrisssife: I like that. RT @shotgunconcepts Logos are faces. Brands are personalities. #kaizenblog
- 4:40 pm **Note\_to\_CMO:** A3: Breaking away is tough. Does it signify that brand definition is too narrow? #kaizenblog
- 4:40 pm **BlakeGroup:** Q3 Must have dedicated users, huge brand identity. Your brand is like "seal of approval" when extend products/services. #kaizenblog
- 4:41 pm **debmorello:** I should not tweet and drive - back on the road. Thank You ALL for fantastic info!! #mybrainhurts @Note\_to\_CMO @3keyscoach #kaizenblog
- 4:41 pm **QuantFun:** RE Xerox, FedEx, & Google: becoming a verb: a boon or a bane to a brand? (widely known but not well known?) #kaizenblog
- 4:41 pm **3keyscoach:** Too narrow for what? RT @Note\_to\_CMO: A3: Breaking away is tough. Does it signify that brand definition is too narrow? #kaizenblog
- 4:41 pm **MaryAnnHalford:** @3keyscoach innovation and market changes make it ok to break away - e.g. IBM from mainframe to enterprise solutions #kaizenblog
- 4:41 pm **3keyscoach:** RT @BlakeGroup: Q3 Must have dedicated users, huge brand identity. Brand is like "seal of approval" when extend prods/services. #kaizenblog
- 4:41 pm **tamadear:** A3: When what you are, or what you do is no longer relevant. A good brand is an evolving brand. #kaizenblog
- 4:41 pm **myagenda:** @ConversationAge Unable to attend today, but heard good things, looking FW to it next week #kaizenblog
- 4:41 pm **ConversationAge:** RT @BlakeGroup: Q3 Must have dedicated users, huge brand ID. Your brand is like "seal of approval" when extend products/services #kaizenblog
- 4:42 pm **shotgunconcepts:** When you break away from core brand elements, you have broke the brand. Q3 #kaizenblog

- 4:42 pm **3keyscoach:** RT @MaryAnnHalford: innovation & mrkt changes make it ok to break away - e.g. IBM from mainframe to enterprise solutions #kaizenblog
- 4:42 pm **GetResults:** @3keyscoach Launching new brand is often a function of perceived mkt permissions - if + = brand extension, if - new brand #kaizenblog
- 4:42 pm **3keyscoach:** RT @tamadear: A3: When what you are, or what you do is no longer relevant. A good brand is an evolving brand. #kaizenblog
- 4:42 pm **GetResults:** @ambercleland there's always room for Jello (with whipped cream, too) #kaizenblog
- 4:42 pm **Sametz:** A3: There's always some aspect of your core elements you can pull forward -- there are different ways to reference brand. #kaizenblog ^MF
- 4:42 pm **ConversationAge:** @debmorello thank you for participating! c: @Note\_to\_CMO @3keyscoach #kaizenblog
- 4:42 pm **Note\_to\_CMO:** @3keyscoach If you need to stretch beyond your current brand framing to be effective, you need to redefine yr brand? #kaizenblog
- 4:42 pm **ambercleland:** When your brand isn't generating the desired results, you have to be willing to change/evolve #kaizenblog
- 4:43 pm **3keyscoach:** What happens then? RT @shotgunconcepts: When you break away from core brand elements, you have broke the brand. Q3 #kaizenblog
- 4:43 pm **debmorello:** RT @ConversationAge: RT @BlakeGroup: Q3 Must have dedicated users, huge brand ID. Your brand is like "seal of approval" when extend products/services #kaizenblog
- 4:43 pm **3keyscoach:** RT @GetResults: Launching new brand is often a function of perceived mkt permissions - if + = brand extension, if - new brand #kaizenblog
- 4:43 pm **QuantFun:** A3: If you have no self-definition, now is the time to break away. #kaizenblog
- 4:43 pm **sanchezjb:** Brands, orgs should regularly assess \*\*their truisms\*\* to determine how these are seen by customers/public. Gaps?-->Actions. #kaizenblog
- 4:43 pm **3keyscoach:** RT @Note\_to\_CMO: If you need to stretch beyond your current brand framing to be effective, you need to redefine yr brand? #kaizenblog
- 4:43 pm **MaryAnnHalford:** @shotgunconcepts you break away if you disregard customer values - you don't if you focus on product innvoation #kaizenblog
- 4:43 pm **LoisMarketing:** Only break I see RT @ambercleland: When brand isn't generating the desired results, you have to be willing to change/evolve #kaizenblog
- 4:43 pm **ambercleland:** @GetResults my mom throws in pineapple and cottage cheese too - it's called Jello junk #soundsgrosstastesgood : ) #kaizenblog

- 4:44 pm **3keyscoach:** @debmorello Thanks for joining in. Hope to see you next week! #kaizenblog
- 4:44 pm **Sametz:** Agree! Of course! :) RT @tamadear: A3: When what you are, or what you do is no longer relevant. A good brand = evolving brand. #kaizenblog
- 4:44 pm **WDYWFT:** RT @MaryAnnHalford: @shotgunconcepts u break away if you disregard customer values - you dont if you focus on product innvoation #kaizenblog
- 4:44 pm **sanchezjb:** @GetResults Have always been a fan of Jello. : ) #kaizenblog
- 4:44 pm **3keyscoach:** RT @sanchezjb: Brands, orgs shld regularly assess \*\*their truisms\*\* to determine how seen by customers/public. Gaps?-->Actions. #kaizenblog
- 4:44 pm **QuantFun:** A3: If you have self-definition, but too few like that self-definition, then break away. #kaizenblog
- 4:44 pm **chrissfife:** Your customers & mavens break you away from core brand elements all the time as they virally market for you. #kaizenblog
- 4:44 pm **GetResults:** Lg co's best able to do multi-branding, like P&G, can afford to lose 5/7 in mktplce when new brands fail #kaizenblog
- 4:44 pm **Note\_to\_CMO:** RT @sanchezjb: Brands should regularly assess their truisms to determine how these are seen by customers. Gaps-->Actions. #kaizenblog
- 4:45 pm **ambercleveland:** RT @tamadear: A3: When what you are, or what you do is no longer relevant. A good brand is an evolving brand. #kaizenblog
- 4:45 pm **3keyscoach:** About 15 more minutes for main part of conversation. #kaizenblog
- 4:45 pm **GetResults:** @ambercleveland whatever works, it's all about taste #kaizenblog
- 4:45 pm **LoisMarketing:** @ambercleveland I'll tell you offline what my sister calls it when you add pineapple and cottage cheese ... LOL! #kaizenblog
- 4:45 pm **BlakeGroup:** #kaizenblog Some extensions natural: ex: Victoria's Secret perfume
- 4:45 pm **ConversationAge:** RT @GetResults: Lg co's best able to do multi-branding, like P&G, can afford to lose 5/7 in mktplce when new brands fail #kaizenblog
- 4:45 pm **shotgunconcepts:** @3keyscoach core elements are square 1. When they change, brand changes Brand evolution works on secondary elements, not primary #kaizenblog
- 4:45 pm **GetResults:** @sanchezjb hard to find it's enemies. Just good stuff. #kaizenblog
- 4:46 pm **Note\_to\_CMO:** A3. How many brands in last 10 yrs have moved from "computer" to "entertainment"? #kaizenblog
- 4:46 pm **tomasacker:** Brand are evolving, living ideas that add meaning and value to people's lives. Nokia started in boots, paper. #kaizenblog

- 4:46 pm **ambercleveland:** @LoisMarketing look forward to hearing it...I think... #kaizenblog
- 4:46 pm **QuantFun:** RT @sanchezjb: Brands, orgs should regularly assess \*\*their truisms\*\* to determine how these are seen. Gaps?-->Actions. #kaizenblog
- 4:46 pm **ConversationAge:** RT @Note\_to\_CMO: A3. How many brands in last 10 yrs have moved from "computer" to "entertainment"? #kaizenblog
- 4:46 pm **3keyscoach:** RT @shotgunconcepts core elements are square 1. When they change, brand changes Brand evol works on 2ndary elements, not primary #kaizenblog
- 4:46 pm **3keyscoach:** RT @Note\_to\_CMO: A3. How many brands in last 10 yrs have moved from "computer" to "entertainment"? #kaizenblog
- 4:46 pm **ConversationAge:** RT @tomasacker: Brand are evolving, living ideas that add meaning and value to people's lives. Nokia started in boots, paper. #kaizenblog
- 4:46 pm **Note\_to\_CMO:** @tomasacker Sony started with rice cookers. And today, they do... hang on... I'll think of it... #kaizenblog
- 4:47 pm **QuantFun:** Apple vs Sony? RT @Note\_to\_CMO: A3. How many brands in last 10 yrs have moved from "computer" to "entertainment"? #kaizenblog
- 4:47 pm **MaryAnnHalford:** @WDYWFT issue for google is growth of social search - different from algorithmic search tied to links #kaizenblog
- 4:47 pm **3keyscoach:** RT @tomasacker: Brand are evolving, living ideas that add meaning and value to peoples lives. Nokia started in boots, paper. #kaizenblog
- 4:47 pm **chrissfife:** RT @shotgunconcepts: @3keyscoach core elements are square 1. When they change, brand changes Brand evolution works on secondary elements, not primary #kaizenblog
- 4:47 pm **ambercleveland:** @shotgunconcepts @3keyscoach evolution can work on primary element & sometimes it has to, if not brand can get phased out of mkt #kaizenblog
- 4:47 pm **3keyscoach:** LOL RT @Note\_to\_CMO: @tomasacker Sony started with rice cookers. And today, they do... hang on... Ill think of it... #kaizenblog
- 4:47 pm **Sametz:** Core elements aren't a brand prison. They're a brand foundation. You can build pretty much anything on a solid foundation. #kaizenblog ^MF
- 4:47 pm **BlakeGroup:** Many companies have products/servs that didn't exist 10 years ago. Must extend brand to survive/evolve! #kaizenblog
- 4:47 pm **3keyscoach:** RT @ambercleveland evolution can work on primary element & sometimes it has to, if not brand can get phased out of mkt #kaizenblog

- 4:48 pm **ConversationAge:** RT @Note\_to\_CMO: @tomasacker Sony started with rice cookers. And today, they do... hang on... I'll think of it... #kaizenblog [LOL!]
- 4:48 pm **BaehrNecessity:** RT @ambercleveland: When your brand isn't generating the desired results, you have to be willing to change/evolve #kaizenblog
- 4:48 pm **ambercleveland:** RT @BlakeGroup: Many companies have products/servs that didnt exist 10 years ago. Must extend brand to survive/evolve! #kaizenblog
- 4:48 pm **LoisMarketing:** #kaizenblog A3 I think you keep core elements, even as you are adding your personal insights, personality, unique view, etc. Or re-brand!
- 4:48 pm **Note\_to\_CMO:** RT @Sametz: Core elements not a brand prison - they're a brand foundation. You can build anything on a solid foundation. #kaizenblog ^MF
- 4:48 pm **tomasacker:** RT @Note\_to\_CMO: You can't think of it because of execution, not communication. #kaizenblog
- 4:48 pm **3keyscoach:** RT @Sametz Core elements arent brand prison Theyre a brand foundation You can build pretty much anything on solid foundation ^MF #kaizenblog
- 4:48 pm **LoisMarketing:** #kaizenblog A3 Once again trying to answer and explain in 140 characters!
- 4:48 pm **3keyscoach:** RT @BlakeGroup: Many companies have products/servs that didnt exist 10 years ago. Must extend brand to survive/evolve! #kaizenblog
- 4:49 pm **chrissfife:** RT @Sametz Core elements aren't a brand prison. They're a brand foundation. You can build almost anything on a solid foundation. #kaizenblog
- 4:49 pm **shotgunconcepts:** @ambercleveland @3keyscoach you then have a new brand, not an evolved one. #kaizenblog
- 4:49 pm **ambercleveland:** Sometimes what is core to a brand isn't the product, it's the "feel" #kaizenblog
- 4:49 pm **chris\_bailey:** @tomasacker actually a 2 way process..consumers add their own meaning to brands #kaizenblog cc: @ConversationAge
- 4:49 pm **WDYWFT:** Mr. Coffee has great eigen value, but they are kind of stuck with making stuff related to coffee. #kaizenblog
- 4:49 pm **ConversationAge:** RT @Sametz Core elements aren't brand prison. They're brand foundation. U can build pretty much anything on solid foundation #kaizenblog ^MF
- 4:49 pm **Sametz:** Fashion brands are a great example of evolution through ongoing creativity. Their business is avoiding stagnation. #kaizenblog ^MF
- 4:49 pm **BlakeGroup:** We are SO on the same page on evolve/survive/change!! @ambercleveland #kaizenblog
- 4:49 pm **3keyscoach:** RT @LoisMarketing A3 Think U keep core elements even as U R adding personal insights, personality, unique view, etc Or re-brand! #kaizenblog

- 4:49 pm **MaryAnnHalford:** RT @ambercleveland: Sometimes what is core to a brand isnt the product, its the "feel" >SO TRUE #kaizenblog
- 4:50 pm **WDYWFT:** ah, okay, mr. coffee is sunbeam products #kaizenblog
- 4:50 pm **3keyscoach:** @LoisMarketing Tough, isn't it! #kaizenblog
- 4:50 pm **Note\_to\_CMO:** Interesting to apply idea of Eigen Values to things other than "marketing communications" - hiring, prod dev, management #kaizenblog
- 4:50 pm **3keyscoach:** RT @chris\_bailey @tomasacker actually a 2 way process..consumers add their own meaning to brands #kaizenblog cc:@ConversationAge #kaizenblog
- 4:50 pm **tamadear:** @shotgunconcepts But evolution produces something new. #kaizenblog
- 4:50 pm **ConversationAge:** @Sametz that's a great example (caught my eye, fashion to me = Italy in many ways :) c: @megfowler #kaizenblog
- 4:51 pm **ambercleveland:** @shotgunconcepts theoretically I get that, but if you use the same name and you capitalize on it, it is evolutionary #kaizenblog
- 4:51 pm **BlakeGroup:** @WDYWFT Re: Mr. Coffee -- example of why is so critical to choose good name! #kaizenblog
- 4:51 pm **3keyscoach:** Will have recap posted early next week. #kaizenblog
- 4:51 pm **HeasleyPartners:** RT @ambercleveland: Sometimes what is core to a brand isnt the product, its the "feel" >SO TRUE #kaizenblog Yes it's the "moments!"
- 4:51 pm **tomasacker:** RT @MaryAnnHalford: RT @ambercleveland: Sometimes what is core to a brand isnt the product, its the "feel" >It's ALWAYS the feel.#kaizenblog
- 4:51 pm **sanchezjb:** RT @Note\_to\_CMO @tomasacker Sony started with rice cookers. And today, they do... hang on... I'll think of it... #kaizenblog #Classic!
- 4:51 pm **WDYWFT:** RT @Note\_to\_CMO: Interesting to apply idea of Eigen Values to things other than marketing communications - hiring, prod dev, mgmt #kaizenblog
- 4:51 pm **goprotools:** Think about Johnson & Johnson "a family company" They have majorly evolved. #kaizenblog
- 4:51 pm **3keyscoach:** So we can think of how larger corps can expand brand. What about small or mid-sized orgs? #kaizenblog
- 4:51 pm **Note\_to\_CMO:** Think of the break room poster "Our TEAM MEMBERS are our greatest assets" and yet all strat/budgeting is top down. #kaizenblog #eigenfail
- 4:51 pm **GetResults:** @HeasleyPartners Exactly, brand elements include product/svc, customer experience, "feel" #kaizenblog
- 4:51 pm **LoisMarketing:** RT @3keyscoach: @LoisMarketing Tough, isn't it! #kaizenblog > Yes, can be very tough!

- 4:52 pm **3keyscoach:** RT @GetResults: @HeasleyPartners Exactly, brand elements include product/svc, customer experience, "feel" #kaizenblog
- 4:52 pm **Sametz:** @ConversationAge It's interesting to observe when the capacity for change IS the brand. #kaizenblog
- 4:52 pm **3keyscoach:** Think you missed some great info? @ConversationAge will post recap later today. #kaizenblog
- 4:52 pm **Note\_to\_CMO:** @BlakeGroup @WDYWFT ... and why Seattle's Best Coffee is such an Eigen Disaster. Who is Seattle's Best Coffee? Starbucks. #kaizenblog
- 4:52 pm **ambercleland:** RT @Sametz: @ConversationAge Its interesting to observe when the capacity for change IS the brand. #kaizenblog
- 4:52 pm **huperniketes:** A1 Self-defining is like your positioning statements. You make them, but the market will decide what your position is. #kaizenblog
- 4:53 pm **3keyscoach:** @Sametz Can you tell us more about capacity for change? Sounds interesting! #kaizenblog
- 4:53 pm **Note\_to\_CMO:** @Sametz Great example of flexible, strong brand position. #kaizenblog
- 4:53 pm **sanchezjb:** Fedex' brand and truisms r built around time compression. Provides flexibility 2 build alot around that. #kaizenblog
- 4:53 pm **lizscherer:** RT @ambercleland: Sometimes what is core to a brand isn't the product, it's the "feel" #kaizenblog
- 4:53 pm **ConversationAge:** RT @Note\_to\_CMO Think of break room poster "Our TEAM MEMBERS are greatest assets" yet all strat/budget is top down #kaizenblog #eigenfail
- 4:53 pm **trendsbehaviour:** RT @ConversationAge: RT @Note\_to\_CMO: A3. How many brands in last 10 yrs have moved from "computer" to "entertainment"? #kaizenblog
- 4:53 pm **tatitosi:** RT @ConversationAge: RT @Note\_to\_CMO: A3. How many brands in last 10 yrs have moved from "computer" to "entertainment"? #kaizenblog
- 4:54 pm **chrissfife:** Must run, Thanks very much @Note\_to\_CMO @3keyscoach @ConversationAge and everyone on #kaizenblog today. Learned a lot today.
- 4:54 pm **MaryAnnHalford:** RT @Note\_to\_CMO: ... and why Seattles Best Coffee is such an Eigen Disaster. Who is Seattles Best Coffee? Starbucks. #kaizenblog
- 4:54 pm **3keyscoach:** @huperniketes @Note\_To\_CMO It sounds as if branding is a conversation w/ market. Build relationship, then self-defining? #kaizenblog
- 4:54 pm **Sametz:** @3keyscoach (@megfowler here :) like fashion brands -- if they stay stagnant, their brand is devalued. true of tech co.s too. #kaizenblog
- 4:54 pm **a\_carpenter:** @3keyscoach How about zipcar? Rather than being "car rental" they are positioned as "smart urban lifestyle" choice. #kaizenblog

- 4:54 pm **WDYWFT:** via @leadershipfreak: It's leadership's job to take organizational values, mission, and vision and make them live. #kaizenblog
- 4:55 pm **3keyscoach:** @chrissfife Thanks for joining us! Add lots of good point! Have good weekend! #kaizenblog
- 4:55 pm **BlakeGroup:** @Note\_to\_CMO YES! When I use "Seattle" and "coffee" in same sentence, of course I think Starbucks! #kaizenblog
- 4:55 pm **ConversationAge:** @chrissfife thank you for participating and adding to the conversation c: @Note\_to\_CMO @3keyscoach #kaizenblog - have a great weekend
- 4:55 pm **huperniketes:** @ampercleveland I'd say the product line is what changes, and is positioned. The manufacturer brand has a different value. #kaizenblog
- 4:55 pm **Note\_to\_CMO:** @3keyscoach Core concept w/ cybernetics is systems design + continuous (kaizen?) feedback. So rel'shp is built in. #kaizenblog
- 4:55 pm **3keyscoach:** RT @Sametz: (@megfowler here :) like fashion brands -- if they stay stagnant, their brand is devalued. true of tech co.s too. #kaizenblog
- 4:55 pm **ampercleveland:** RT @BlakeGroup: We are SO on the same page on evolve/survive/change!! @ampercleveland #kaizenblog
- 4:55 pm **3keyscoach:** RT @a\_carpenter: How about zipcar? Rather than being "car rental" they are positioned as "smart urban lifestyle" choice. #kaizenblog
- 4:55 pm **LoisMarketing:** RT @BlakeGroup: @Note\_to\_CMO YES! When I use "Seattle" and "coffee" in same sentence, of course I think Starbucks! #kaizenblog >> good one!
- 4:56 pm **Note\_to\_CMO:** @a\_carpenter Zipcar is a good ex. Wrote abt them + Eigen Cultures at Small Biz Trends last week. #kaizenblog
- 4:56 pm **3keyscoach:** RT @Note\_to\_CMO: Core concept w/ cybernetics is systems design + continuous (kaizen?) feedback So relshp is built in #kaizenblog
- 4:56 pm **3keyscoach:** RT @Note\_to\_CMO: @a\_carpenter Zipcar is a good ex. Wrote abt them + Eigen Cultures at Small Biz Trends last week. #kaizenblog
- 4:56 pm **MaryAnnHalford:** It is more than "computer" cos to "entertainment" cos - @tomforemski "EC = MC - every company is a media company" #kaizenblog
- 4:57 pm **shotgunconcepts:** @tamadear incrementally yes. But bold change to the core elements is shifting, not evolution #kaizenblog
- 4:57 pm **ConversationAge:** RT @huperniketes: @ampercleveland I'd say the product line is what changes, and is positioned. Manufacturer brand has diff value #kaizenblog
- 4:57 pm **3keyscoach:** 4 minutes until end of main part of convo. I can stick around for about 15 minutes for last thoughts #kaizenblog
- 4:57 pm **Note\_to\_CMO:** Zipcar / Eigen Value piece is here: <http://bit.ly/cqjH9X> #kaizenblog

- 4:57 pm **ambercleveland:** @huperniketes definitely see your point. Thanks #kaizenblog
- 4:57 pm **ConversationAge:** RT @3keyscoach: 4 minutes until end of main part of convo. I can stick around for about 15 minutes for last thoughts #kaizenblog
- 4:57 pm **3keyscoach:** RT @Note\_to\_CMO: Zipcar / Eigen Value piece is here: <http://bit.ly/cqjH9X> #kaizenblog
- 4:57 pm **huperniketes:** @3keyscoach Use self-defining statements in your conversation, building up relationship transactions before/after \$ chgs hands. #kaizenblog
- 4:57 pm **3keyscoach:** RT @shotgunconcepts: @tamadear incrementally yes. But bold change to the core elements is shifting, not evolution #kaizenblog
- 4:58 pm **BlakeGroup:** Must run--great #kaizenblog ! TY to everyone & @ConversationAge @3keysCoach @LoisMarketing @MaryAnnHalford @ambercleveland @Note\_to\_CMO
- 4:58 pm **ambercleveland:** @3keyscoach you know you stick around because this convo is so good you don't want to leaver - me too btw #kaizenblog
- 4:58 pm **GetResults:** RT @Note\_to\_CMO: Zipcar / Eigen Value piece is here: <http://bit.ly/cqjH9X> #kaizenblog
- 4:58 pm **3keyscoach:** RT @huperniketes Use self-defining statements in your convo, building up relationship transactions before/after \$ chgs hands #kaizenblog
- 4:58 pm **Note\_to\_CMO:** Also interesting to note that "consistency" isn't always "simple" - Method is good ex of brand tension + complexity. #kaizenblog
- 4:58 pm **LoisMarketing:** #kaizenblog I think the "core" is there even as you evolve, polish, change, adopt new technology and grow
- 4:58 pm **ConversationAge:** @BlakeGroup thank you for participating, Amy. Have a great weekend #kaizenblog
- 4:59 pm **sanchezjb:** RT @ConversationAge RT @Note\_to\_CMO Break room poster "TEAM MEMBERS r gr8est assets" yet all strat/budget top down #kaizenblog #eigenfail
- 4:59 pm **shotgunconcepts:** @ambercleveland devil's advocate - if coke started selling mattresses tomorrow, the Coca-Cola brand evolved or changed? #kaizenblog (cont)
- 4:59 pm **LoisMarketing:** @BlakeGroup Bye and Happy Weekend! #kaizenblog
- 4:59 pm **ConversationAge:** RT @Note\_to\_CMO: Also interesting to note "consistency" isn't always "simple" - Method is good ex of brand tension + complexity. #kaizenblog
- 4:59 pm **3keyscoach:** @ambercleveland This is what @ConversationAge and I aim for. Great convos, provocative content so people keep explore topic! #kaizenblog
- 4:59 pm **tomasacker:** Think comedian. Make people laugh, happy. If joke bombs, get rid of it. You are what you do over time, not what you SAY you do. #kaizenblog

- 4:59 pm **GetResults:** @ConversationAge @BlakeGroup - I'll second that! Good to see you. #kaizenblog
- 5:00 pm **MaryAnnHalford:** Love the guest forum format - thanks @ConversationAge and @3keyscoach - great chat today #kaizenblog
- 5:00 pm **tamadear:** @shotgunconcepts @ambercleveland Ah, but then there's Virgin...who basically did just that. #kaizenblog
- 5:00 pm **3keyscoach:** RT @tomasacker Comedian>Make people laugh, happy. If joke bombs, get rid of it U are what U do over time, not what SAY U do. #kaizenblog
- 5:00 pm **GetResults:** Well said RT @MaryAnnHalford: Love the guest forum format - thanks @ConversationAge and @3keyscoach - great chat today #kaizenblog
- 5:01 pm **a\_carpenter:** RT @GetResults: RT @Note\_to\_CMO: Zipcar / Eigen Value piece is here: <http://bit.ly/cqjH9X> #kaizenblog
- 5:01 pm **QuantFun:** Me too! RT @MaryAnnHalford: Love the guest forum format - thanks @ConversationAge and @3keyscoach - great chat today #kaizenblog
- 5:01 pm **Sametz:** @Note\_to\_CMO consistency can exist in midst of change. brand/offering evolve while customer care/service remains consistent. #kaizenblog
- 5:01 pm **ambercleveland:** @shotgunconcepts from a consumer perspective, I would think the 2 weren't connected..have u ever see a radical change like that? #kaizenblog
- 5:01 pm **goprotools:** Thanks everyone. Great topic. I will definitely be here next week! #kaizenblog
- 5:01 pm **3keyscoach:** @MaryAnnHalford Thanks for feedback! We'll be having more guests as we go along! Have great wknd! @ConversationAge #kaizenblog
- 5:01 pm **Note\_to\_CMO:** @tamadear Virgin is an interesting ex - fresh eyes, "cheeky," and flexible. #kaizenblog
- 5:01 pm **huperniketes:** A3 Alter core elements when target new market segments (demographics/applications/lifestyles/etc), but never alter core values. #kaizenblog
- 5:01 pm **sanchezjb:** @ConversationAge @Note\_to\_CMO Take a look at the good stuff HCL Tech is doing to make "Team members r gr8est asset" meaningful. #kaizenblog
- 5:01 pm **shotgunconcepts:** @ambercleveland (cont) whereas if they introduced a new (non soda) drink, that would be evolution & doesn't betray core brand #kaizenblog
- 5:02 pm **3keyscoach:** Thanks for feedback about guest hosts. If you have suggestions, @reply or DM @ConversationAge or me. #kaizenblog
- 5:02 pm **ConversationAge:** @MaryAnnHalford harness the collective knowledge and smarts of the community and keep it flowing @3keyscoach #kaizenblog
- 5:02 pm **ambercleveland:** @tamadear even with Virgin - I see them as both air and music, brand seems diverse #kaizenblog

- 5:02 pm **Note\_to\_CMO:** @sanchezjb Re HCL Tech - send me a link. Would like to see. Thanks! #kaizenblog
- 5:02 pm **GetResults:** @Note\_to\_CMO Nicely done! Thanks for sharing today #kaizenblog
- 5:03 pm **tamadear:** @Note\_to\_CMO And they've successfully made brand extensions that most thought wouldn't work. #kaizenblog
- 5:03 pm **Note\_to\_CMO:** @GetResults Thank you sir - appreciate your contributions here! #kaizenblog
- 5:03 pm **3keyscoach:** RT @huperniketes Alter core elements whn target new mrkt segments (demographics/apps/lifestyles/etc) but never alter core values #kaizenblog
- 5:03 pm **tamadear:** @ambercleland I'm with you--even major shifts in offerings still strike me as evolution. #kaizenblog
- 5:03 pm **Sametz:** your partner can change hair/style/hobbies... but as long as relationship w/ you is consistent, love lives on. :) brands, too! #kaizenblog
- 5:03 pm **Note\_to\_CMO:** @3keyscoach I say we put Tom Asaker in next week's hot seat. Who's with me? #kaizenblog
- 5:03 pm **huperniketes:** @ambercleland Might be if "the pause that refreshes" includes sleep. ;-) But what is Coke then? A refreshed lifestyle? #kaizenblog
- 5:04 pm **LoisMarketing:** RT @ambercleland: @tamadear with Virgin - I see them as both air and music, brand seems diverse #kaizenblog >> Air, Music, and Racing!
- 5:04 pm **shotgunconcepts:** @tamadear @ambercleland coke mattresses are a silly example, but point is there are aspects of brand that should never change #kaizenblog
- 5:04 pm **3keyscoach:** Main part of convo has ended. Big thanks to @Note\_To\_CMO for guest hosting. We've deepened our understanding of self-def brand #kaizenblog
- 5:04 pm **Note\_to\_CMO:** @Sametz Of course, if your partner changes all three radically, you're in trouble. #kaizenblog
- 5:04 pm **3keyscoach:** Absolutely! Tom? RT @Note\_to\_CMO: @3keyscoach I say we put Tom Asaker in next weeks hot seat. Whos with me? #kaizenblog
- 5:04 pm **MaryAnnHalford:** @ConversationAge will do - thanks for all your inspiration and have a great weekend! #kaizenblog
- 5:04 pm **LoisMarketing:** RT @tamadear: @ambercleland I'm with you--even major shifts in offerings still strike me as evolution. #kaizenblog >> great point!
- 5:05 pm **Note\_to\_CMO:** @3keyscoach Thank you and Team #kaizenblog - great conversation on a really meaty topic.
- 5:05 pm **shellykramer:** @ConversationAge @LoisMarketing And many call a soda a "Coke" (sorry Pepsi) #kaizenblog
- 5:05 pm **3keyscoach:** So much meat! :) RT @Note\_to\_CMO: @3keyscoach Thank you and Team #kaizenblog - great conversation on a really meaty topic. #kaizenblog

- 5:05 pm **huperniketes:** @shotgunconcepts But they rarely introduce new drinks with the Coke brand (extensions). It's usually w/ a new brand. #kaizenblog
- 5:06 pm **GetResults:** @huperniketes All marketing is about visibility (on the shelf), viability (transaction) & valu-ability (relationship)! #kaizenblog
- 5:06 pm **LoisMarketing:** @tamadear @ambercleveland But "core" values and company heritage remain, underlying innovation and new product lines #kaizenblog
- 5:06 pm **GetResults:** Thnx 4 RT's & GR8 convo 2: @Note\_to\_CMO, @3keyscoach, @ConversationAge, @BlakeGroup, @ambercleveland, @sanchezjb, @tatitosi, #kaizenblog
- 5:06 pm **Sametz:** @Note\_to\_CMO (@megfowler here) not necessarily... as long as how they treat/care for you doesn't change. :) #kaizenblog
- 5:06 pm **3keyscoach:** Thanks to everyone for joining us today! @ConversationAge will post transcript later. Lots of material! #kaizenblog
- 5:06 pm **a\_carpenter:** #kaizenblog Thanks everyone! I enjoyed the discussion - I will be here next week as well. Welcome @goprotools Thanks to @Note\_to\_CMO
- 5:06 pm **shotgunconcepts:** @Huperniketes true. But we've seen things like Coke with Lemon, etc #kaizenblog
- 5:07 pm **3keyscoach:** As chief RT'ing queen, thank you for being interesting and I'll be using your tweets in recap. Will be posted early next week #kaizenblog
- 5:07 pm **ambercleveland:** @shotgunconcepts yes but sometimes you can introduce aspects into your brand that become core and enhance that r drast diff #kaizenblog
- 5:07 pm **shotgunconcepts:** Enjoyed #kaizenblog -- but off to lunch. (and I'm craving a coke!) Thanks for the convos.
- 5:07 pm **ConversationAge:** Big thanks to Stephen @Note\_to\_CMO for guest hosting ?Make Your Brand Self-Defining? #kaizenblog chat
- 5:07 pm **Note\_to\_CMO:** @a\_carpenter Thank you - appreciate your thoughts on this! #kaizenblog
- 5:07 pm **Sametz:** Thanks for the great chat everyone! @megfowler signing off #kaizenblog from over here at the brownstone. :)
- 5:07 pm **3keyscoach:** @a\_carpenter Terrific! Great to have you in our community! #kaizenblog
- 5:07 pm **LoisMarketing:** Thank you all and have a great weekend! #kaizenblog
- 5:08 pm **3keyscoach:** @shotgunconcepts Have a good lunch and thanks for joining in #kaizenblog
- 5:08 pm **tomasacker:** @Note\_to\_CMO Thanks Stephen! Great stuff. And thanks, as always, to @ConversationAge and @3keyscoach. #kaizenblog
- 5:08 pm **GetResults:** Thnx 4 RT's & GR8 convo 2: @LoisMarketing, @tamadear, @WDYWFT, @chrissfife, @CASUDI, @kozinetts, @MaryAnnHalford, @QuantFun #kaizenblog

- 5:08 pm **3keyscoach:** @LoisMarketing Bye Lois. Thanks for your participation! #kaizenblog
- 5:08 pm **Note\_to\_CMO:** If there are lingering questions/comments/thoughts/feedback on the Eigen question, happy to follow up off line. #kaizenblog
- 5:08 pm **3keyscoach:** RT @ConversationAge: Big thanks to Stephen @Note\_to\_CMO for guest hosting ?Make Your Brand Self-Defining? #kaizenblog chat #kaizenblog
- 5:08 pm **huperniketes:** @GetResults But marketing for visibility isn't effective if market doesn't trust you to provide what's promised. #kaizenblog
- 5:08 pm **GetResults:** @tomasacker good to see you here today. #kaizenblog
- 5:08 pm **ampercleveland:** @shotgunconcepts maybe take a nap after and it will be the launchpad for the link you mentioned :) Thanks for the convo #kaizenblog
- 5:08 pm **ConversationAge:** RT @Note\_to\_CMO: If there are lingering questions/comments/thoughts/feedback on the Eigen question, happy to follow up off line. #kaizenblog
- 5:09 pm **QuantFun:** Thanks 4 the RTs: @Note\_to\_CMO @ActiveIngreds @chrissfife @designdamage @MaryAnnHalford See every1 4 more convo w/ on #kaizenblog
- 5:09 pm **3keyscoach:** @tomasacker Thanks for participating as always! Have a great weekend! #kaizenblog
- 5:09 pm **huperniketes:** @shotgunconcepts And Diet Coke etc., and they weaken the ability of Coke to stand for just Coke. #kaizenblog
- 5:10 pm **3keyscoach:** @GetResults Thanks for putting off your lunch! Not that's dedication! LOL #kaizenblog
- 5:10 pm **3keyscoach:** RT @huperniketes: @GetResults But marketing for visibility isnt effective if market doesnt trust you to provide whats promised. #kaizenblog
- 5:10 pm **GetResults:** @3keyscoach glad you didn't hear me munching. #kaizenblog
- 5:11 pm **GetResults:** @huperniketes Visibility is 1st step - if not avail for sale or can't be found, nothing else matters #kaizenblog
- 5:12 pm **huperniketes:** Many thanks to @ConversationAge, @3keyscoach and guest host @Note\_to\_CMO for today's great #kaizenblog
- 5:13 pm **huperniketes:** @GetResults But you remain invisible if you aren't differentiated from competitors already in that space. Must avoid "me-too" #kaizenblog
- 5:14 pm **3keyscoach:** @GetResults You didn't hear me munching either! LOL #kaizenblog
- 5:14 pm **3keyscoach:** @huperniketes How do you suggest avoiding "me too"? #kaizenblog
- 5:14 pm **GetResults:** @huperniketes that's true - cascade remains be visible, get sales, build relationships - bad rep kills bad brands - FAST #kaizenblog

- 5:16 pm **BlakeGroup:** @GetResults Great to see you at #kaizenblog!!!!
- 5:16 pm **GetResults:** @3keyscoach you're always ladylike - I've never heard your munching! And wouldn't admit if I did. #kaizenblog
- 5:16 pm **3keyscoach:** RT @GetResults @huperniketes thats true-cascade remains B visible, get sales, build relationships-bad rep kills bad brands - FAST #kaizenblog
- 5:17 pm **GetResults:** @BlakeGroup Ditto - How's it going? #kaizenblog
- 5:17 pm **3keyscoach:** @GetResults Always the gentleman! Thank you, sir! LOL #kaizenblog
- 5:18 pm **GetResults:** Bye, everyone, good convo today here on #kaizenblog
- 5:20 pm **sameday19:** RT @GetResults: @huperniketes Visibility is 1st step - if not avail for sale or can't be found, nothing else matters #kaizenblog
- 5:22 pm **ambercleveland:** Thanks so much for gr8 chat @tamadear @LoisMarketing @GetResults @shotgunconcepts @huperniketes @BlakeGroup @tomasacker #kaizenblog
- 5:23 pm **3keyscoach:** @GetResults Thanks for joining in #kaizenblog and have a good weekend!
- 5:23 pm **huperniketes:** @3keyscoach Theodore Levitt <http://bit.ly/dhkq8M> always way 2 avoid being commoditized: price, distribution, social cause, etc. #kaizenblog
- 5:23 pm **ambercleveland:** Thanks for host/moderating @3keyscoach @ConversationAge @Note\_to\_CMO #kaizenblog
- 5:24 pm **3keyscoach:** @Huperniketes As always, great to have you as part of #kaizenblog convo. You are often one of the tweets I quote the most. Great thoughts!
- 5:24 pm **Urbanverse:** @MaryAnnHalford I just found you , and now love to see that you know @CASUDI - good karma #kaizenblog
- 5:25 pm **ambercleveland:** Enjoyed chat today @BaehrNecessity @MaryAnnHalford @lizerscherer @heasleypartners #kaizenblog
- 5:25 pm **3keyscoach:** @ambercleveland Thank you, Amber! Good to have you join in! cc: @ConversationAge @Note\_To\_CMO #kaizenblog
- 5:26 pm **huperniketes:** @3keyscoach Thank you. I really love to check my thoughts with marketing pros. #kaizenblog
- 5:28 pm **sanchezjb:** @Note\_to\_CMO Check out the Management Innovation eXchange story on HCL Tech by Gary Hamel @ <http://ht.ly/2iWGL>. #kaizenblog
- 5:28 pm **ConversationAge:** Great chat everyone, thank you: 505 tweets, 52 contributors - here's the transcript <http://ow.ly/2iWGH> #kaizenblog
- 5:30 pm **Tournantinc:** RT @ConversationAge: Great chat everyone, thank you: 505 tweets, 52 contributors - here's the transcript <http://ow.ly/2iWGH> #kaizenblog
- 5:30 pm **3thought:** RT @shotgunconcepts: Logos are faces. Brands are personalities. #kaizenblog

- 5:31 pm **HeasleyPartners:** @ambercleland It was our first time on #kaizenblog and we loved it! Thanks for tweeting great stuff! Looking forward to next week!
- 5:32 pm **SassyDesignsInc:** RT @ConversationAge: Great chat everyone, thank you: 505 tweets, 52 contributors - here's the transcript <http://ow.ly/2iWGH> #kaizenblog
- 5:33 pm **3keyscoach:** @Huperniketes I find it great to see how marketing pros and biz pros tackle same topic. #kaizenblog (I'm definitely in biz camp)
- 5:35 pm **3keyscoach:** Interesting piece on differentiation. RT @ Huperniketes Theodore Levitt <http://bit.ly/dhkq8M> #kaizenblog #smallbiz
- 5:35 pm **3keyscoach:** @Huperniketes Just participating in #kaizenblog is good education re: marketing
- 5:40 pm **tarynstew:** RT @ambercleland: When your brand isn't generating the desired results, you have to be willing to change/evolve #kaizenblog
- 6:26 pm **Urbanverse:** @MaryAnnHalford have not see @CASUDI lately, she must be swamped. put you on my daily col, look frwd to yr ideas. #kaizenblog
- 6:27 pm **MaryAnnHalford:** @Urbanverse same here! #kaizenblog
- 6:44 pm **tbkuplic:** This week's #kaizenblog looked great. Sorry I had to miss out.
- 9:03 pm **BlakeGroup:** @GetResults Good summer so far, John--thanks! How about you?! #kaizenblog
- 11:19 pm **Note\_to\_CMO:** Thanks to everyone who joined us for #kaizenblog today. 50+ contributors. Appreciate the benefit of yr collective expertise!
- 11:22 pm **SterlingHope:** RT @Note\_to\_CMO: Thanks to everyone who joined us for #kaizenblog today. 50+ contributors. Appreciate the benefit of yr collective expertise!