



## Champions for Change Brand Strategy

01.

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Why

*Brand Purpose & Vision*

01a

# Purpose

Why we do what we do

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**To champion our  
workforce by driving  
change in the  
workplace**

## **Championing our workforce**

It's all about people. We do this to support and advocate for New Zealand's workers not champion ourselves – across all industries, sectors, skill sets, regions and levels.

## **Driving change**

Enabling and influencing social and cultural needs often times within orthodox economic and business frameworks.

## **In the workplace**

Our point of difference is using our own companies and sector influence to drive change in the workplace. Not just at a government policy level. But directly within and across the companies we run and work for/with as well as setting the benchmark within the markets to which we belong or lead.

01b

# Vision

Where we ultimately land (our future aspirational vision)

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To see accessible,  
progressive and  
successful employment  
for everyone, everywhere

**Accessible, progressive and successful**

Shows we want to provide opportunity, modernity and advancement to all in employment, on their career path, journey, and throughout their working lives. Not singular hand-outs or help-ins but respect, progression and evolution over time, all the time.

**For everyone, everywhere**

Speaks to diversity and inclusion in a more personable way without “othering” anyone or typecasting or tokenising them. Also saves room for future workplace themes for later!

# 02.

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## How

*Brand Principles & Practices*

# PRINCIPLES & PRACTICES

How we do things the right way

## Bringing together

(Collegiality & Collectivism)

### Collegiality

We support each other and celebrate our differences – in regards to time, culture, communities, equity, perspectives, competencies.

*(not assuming everyone’s the same)*

### Collectivism

We are present, altruistic and sharing, to best support one another individually and our sectors collectively.

*(not inattentive or selfish)*

## Shining light

(Awareness & Knowledge)

### Awareness

Alert to what’s needed and advocating for this simply, specifically and publically.

*(not insular, out of touch or reach)*

### Knowledge

Gathering and collating insights, expertise, life experience and emotional empathy.

*(not ungrounded or unguided)*

## Taking action

(Accountability & Impact)

### Accountability

Measuring all individual and collective activity, performance & outcomes.

*(not immeasurable, inactive or aloof)*

### Impact

Responsive, effective, substantiated with solid outcomes & results.

*(not passive, only intentional or lacking proof)*

03.

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What

*Offering*

# OFFER

What do we offer as a proposition

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**Champions for Change  
is a network of leaders,  
who connect, learn and lead  
change for working  
communities and cultures  
in Aotearoa.**

## **Network of leaders**

Feels collegial and communal. Speaks to high regard and calibre of our CEOs and Chairs.

## **Connect, learn and lead change**

Shows the unique gratification our brand provides its members – via networking, education and purpose. And supports our name and values, by explaining how we champion change.

## **For working communities and cultures**

Shows our larger and deeply rewarding purpose to help all people in the workforce as people first, and as communities and cultures, to speak overall to diversity & inclusion.

## **In Aotearoa**

Speaks to nationhood.



# OFFER

What do we offer as tangible proof points

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## Network

A membership of 80+ of the nation's top executives (CEOs & Chairs) representative of prominent and important companies and institutes, and led by a renown board.



## To connect, learn and lead change via...

Exclusive events, progressive workstreams and insightful workplace strategies centred on diversity and inclusion (specifically in regards to gender, bi-culturalism and multi-culturalism, inclusive and flexible workplaces, and leadership).

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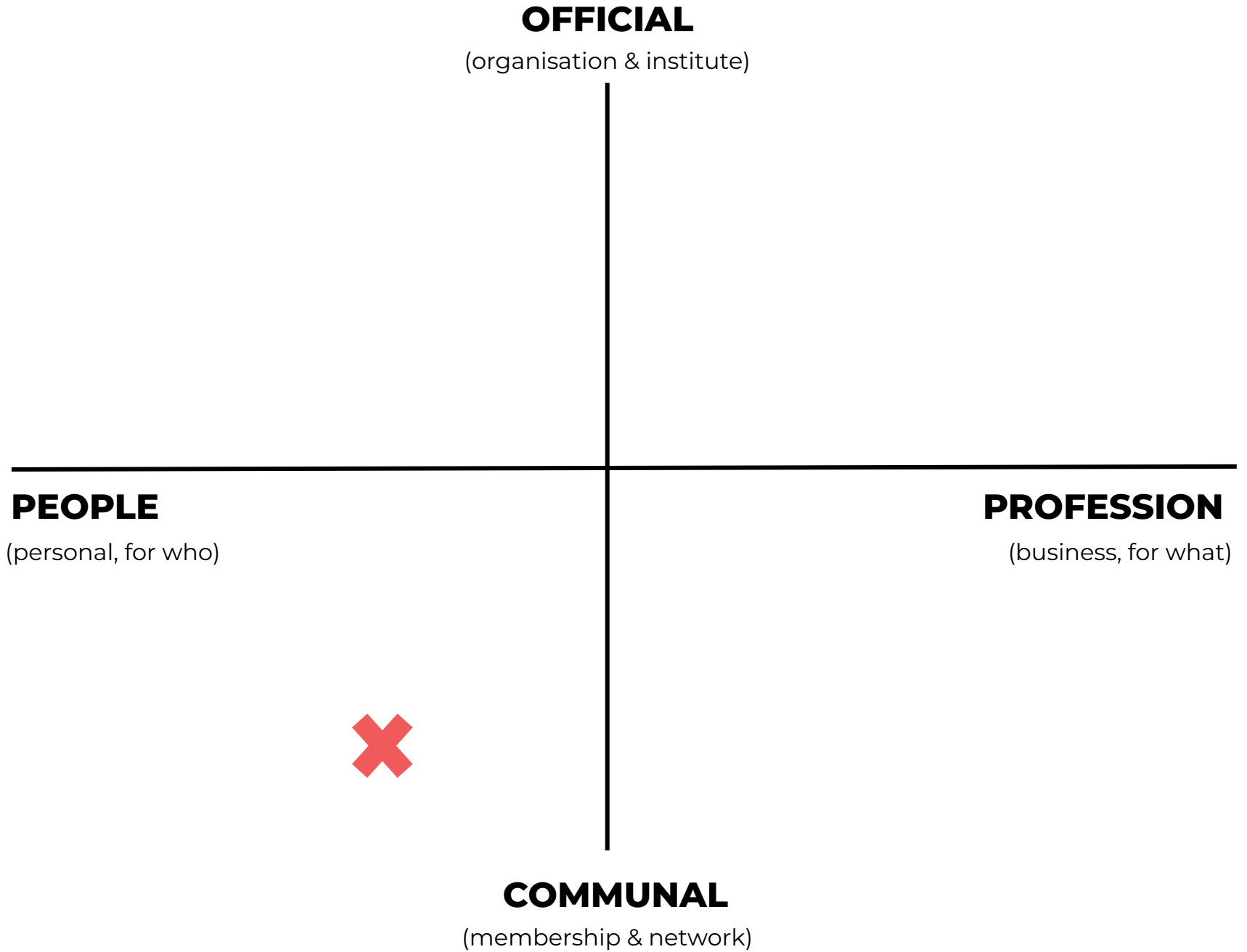
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Where

*Brand Journey*

# POSITION

Where can we position  
Champions for Change



# POSITION

Where can we position  
Champions for Change

## OFFICIAL

(organisation & institute)

## PEOPLE

(personal, for who)

## PROFESSION

### We can position here

Speaks directly to the idea of focussing on people, workforce, cultures and community. Yes we are professional but bringing in more emotive and personal gratification helps us stand out.

#### (And why it works)

Our core purpose is around helping people. Provides a fresh new and personally rewarding offer to time-poor members who have multiple initiatives they can be part of. And shows we care for people as people and for their communities not just for our businesses.



## To do this we'll...

**Stop**

**Start**

Presenting simply like a professional not-for-profit

Showing we're a purpose-led, prominent membership

Informing of diversity and inclusion

(professional jargon, factual, unemotive, delivery & subject, impersonal, overused / hype words found in market)

Speaking as proud people about

our communities & cultures

(personality, simple & human language, purpose, vision, values)

Talking about ourselves

(one-sided, distant)

Inviting connection with others

(a way to conversate, challenge, contact, ask, share, inspire, understand)

Placing sole focus on individual/collective onus

(feels stoic and expectant)

Describing greater vision, benefit and involvement for all

(to inspire and connect not account or ensure)

Following standard westernised  
business collateral/comms

Portraying ourselves as distinct and different through  
our values & identity (look, feel, tone)

(showcasing our why and how with unique worldviews,  
languages, imagery, design and art etc)

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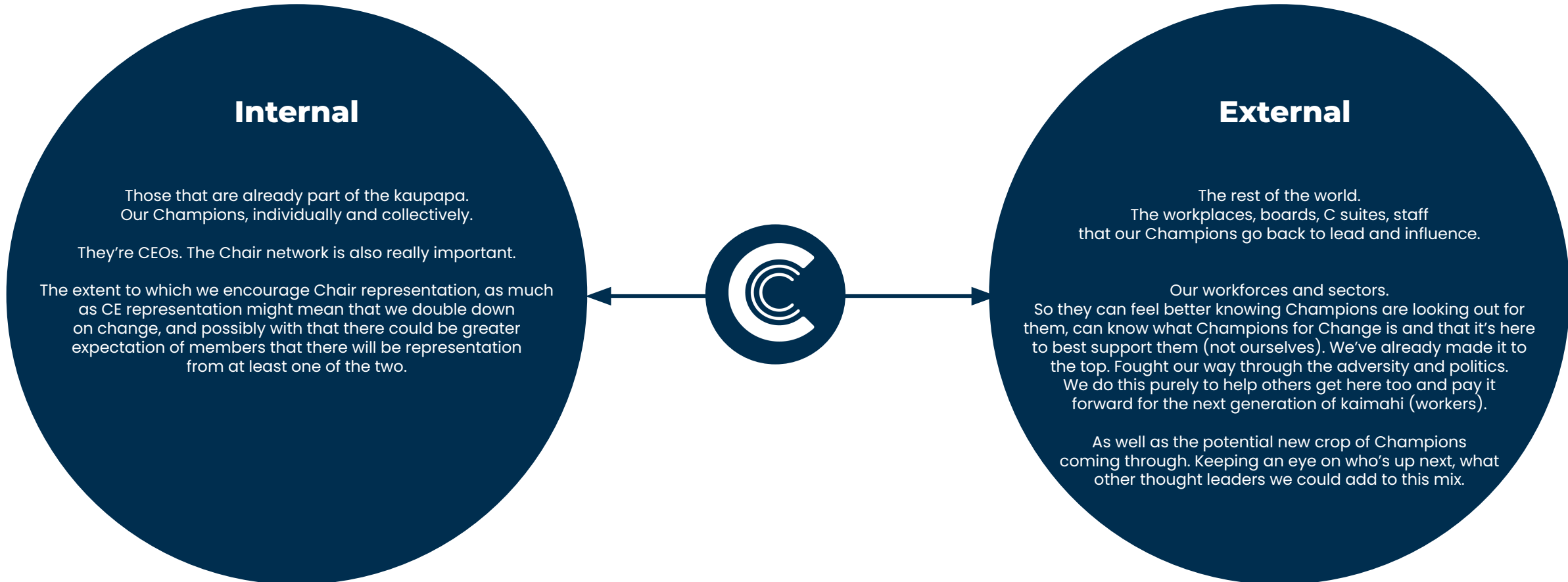
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Who

*Audiences*

# AUDIENCE

Who our target audiences are



05

# AUDIENCE

Who our target audiences are

# Change makers



PRIMARY:

## Current members

Our members pay to participate. To keep them actively involved and accountable our role is ensure we deliver enough comms, insight and inspiration so they feel connected and rewarded for the additional time, work and effort they put in.

SECONDARY:

## Industry & workforce

We also can play a role in ensuring the companies staff and industries our change makers lead, are aware of our work and inspired by it. Speaking directly with them and showing them exemplary best practice to inspire them. Overall gaining greater impact and traction.

TERTIARY:

## New members & partners

We also stay on the hunt for potential members and partner companies who could advance our cause. Who would provide greater diversity of thought and lived experience to the type of work we do. Bringing new industries or existing industries that have challenges around diversity and inclusion, as well as inviting future large employment fields into the fold early.



06.

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When  
*Characteristics*

# PERSONALITY

When we walk and talk we are...

## Optimistic

### Showing our friendly nature

To show we are positive, warm, human, inclusive, caring and hopeful.  
(But not rose tinted, dreamers or tone deaf)

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## Open minded

### Implying we're progressive

To show we are contemporary, worldly, adaptive, inquisitive and humble.  
(But not gullible or lacking ambition or direction)

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## With integrity

### Connoting we're leaders

To show we are responsible, of stature and with strong principles.  
(But not arrogant, boastful or elitist)

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## Engaging

### Reflecting our energeticness

To show we are lively, active, bold, impactful and enthusiastic.  
(But not overbearing, superficial or insensitive)

# Final Summary

*Brand Wheel*

To champion our workforce by driving change in the workplace

To see accessible, progressive and successful employment for everyone, everywhere

Champions for Change is a network of leaders, who connect, learn and drive change for working communities and cultures in Aotearoa.

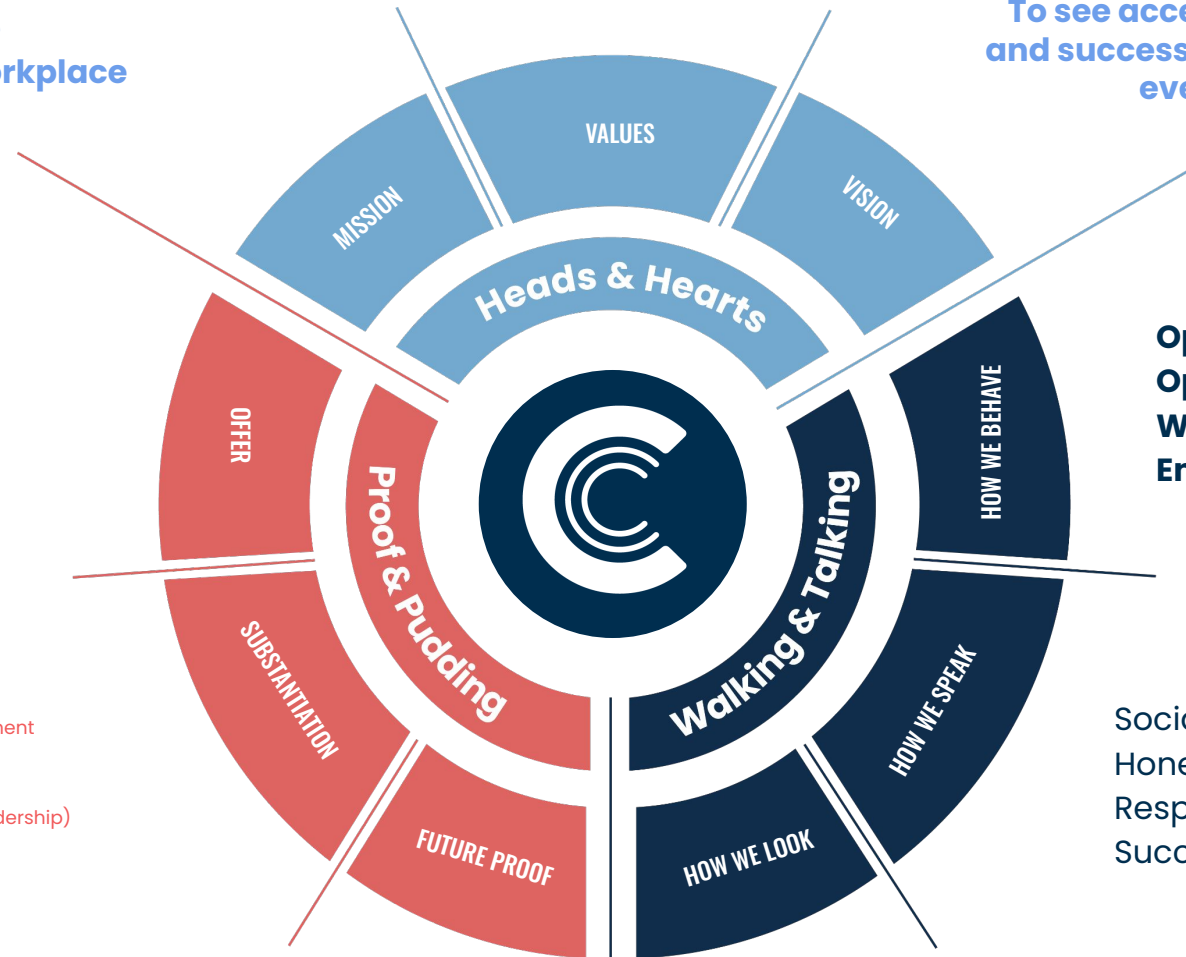
- 80+ executives (CEOs & Chairs) from prominent and important companies and institutes
- Well-known and respected brand
- Clear workstreams and work plans
- Annual events (networking and thought leadership)
- Self-sustaining membership model

- Accountability to workstream materiality and reporting
- Further expansion on Membership & Model
- Building further value into Brand & Platform (brand stamp and comms pack, social platforms, PR, articles/newsletters, podcasts, awards)
- Event (scoping smaller (online series) as well as larger (annual in person events).

Bringing together

Shining light

Taking action



Optimistically Open minded With Integrity Engaging

Socially & Invitingly Honestly & Insightfully Respectfully & Inspiringly Succinctly & Distinctively

Approachable & warm Modern & diverse Trusted & professional Unique & consistent