

Redefining YOUR BRAND



PROUDLY
SPONSORED BY
ESSILOR

What has changed in your business over the last 5-10 years?

Are you still doing the same old things as before or has your brand positioning evolved?

How about we rephrase the above questions as follows:

- How many First Time Visitors are you seeing weekly?
- How many Follow-Up Visitors keep returning monthly?
- How many Young People are making appointments?
- How many Social Media Enquiries is the business receiving?
- How many Referrals are heading your way?

If you are struggling with repositioning your brand, then try implementing the solutions below:

1. Build a Story Brand for your business.

- Have a clear message that is directed to the targeted consumer that is easy for them to understand.

1. Focus on establishing simplified solutions to complex challenges that consumers are faced with.

- This will require you to listen carefully to what they complain of and make sure the solutions you present to them speak directly to what they require the most.

1. Develop High Quality products/solutions that are easily accessible, practical to implement and that are very much affordable.

- Consumers want the best for the least amount they can possibly pay.

1. Remember it is not about the product you sell but rather the problem you solve.

- Be very clear on that and constantly communicate it throughout your entire brand positioning.

1. Your entire marketing strategy should be simple, clever and practical.

- Consumers want clarity and not confusion when they interact with your brand.

1. Build solutions that incorporate the three components of healthcare.

- Everything you do should centre on the academic, clinical and business aspects of business.

Research shows that the biggest challenge within many optometric practices is the following:

LEADERSHIP

CURRENT LEADERSHIP STYLE

Numbers and processes are prioritised

Leaders command and control everything

Short-term practice gains

Circle of Fear (type of reward system)

Salary motivated

REQUIRED LEADERSHIP STYLE

People are prioritised

Leaders empower employees

Long-term people gains

Circle of Safety (type of value system)

Vision inspired



CULTURE

CURRENT CULTURE STYLE	REQUIRED CULTURE STYLE
Performance and numbers	Character and beliefs
Talent and skill	Attitude and people's wellbeing
Management	Leadership
Rules, procedures and regulations	Responsibility, accountability and authority
Sales, revenue and monthly turnover	Vision
Practice development	People development
It's just a job	It's my career

VISION

CURRENT VISION STYLE	REQUIRED VISION STYLE
Successful career being built	Significant legacy being established
Employs staff to serve his or her goals	Employs people who will be partners in the vision
Short-term business approach	Long-term business approach
Grows the practice and not the people	Grows the people and the people grow the business
Transactional	Relational
Employees don't know what the vision is or what role they play in it	Employees know exactly what the vision is and what their roles are
Survival mode	Thriving mode
Operational infrastructure in place	People infrastructure in place

CONCLUSION

Building a brand or repositioning your current one is possible.

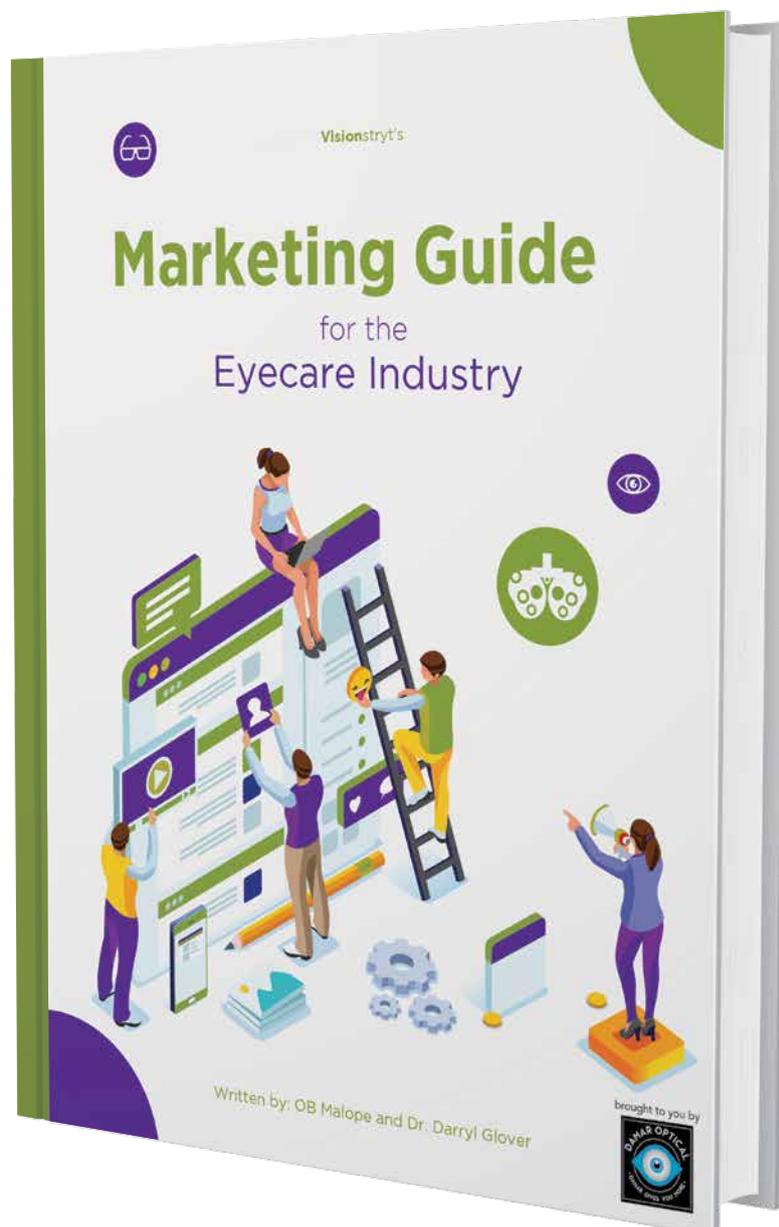
All it takes is for you to start looking beyond the norm of what has always worked and be willing to do things differently.

Then work on it daily with your entire team.

Eyefrica Media is constantly sharing phenomenal content from industry leaders across the globe that you can easily utilise effectively



New Book Alert launching soon



PROUDLY
SPONSORED BY
ESSILOR



Visionstryt

Sight is what we improve, Vision is what we develop

The Visionstryt Magic is about: "TAKING BUSINESSES TO A HIGH LEVEL OF EXCELLENCE, REVENUE GROWTH AND TRANSFORMATION BEYOND WHAT IT HAS EVER EXPERIENCED BEFORE."

**PROUDLY
SPONSORED BY
ESSILOR**
