



He continues to be a  
formidable inspiration.

"You've got to start with the customer  
experience and work backwards... "

layers are peeled, to unravel how brand  
and communications impacts  
organizational and business performance



...when the **aspiration** is a dual-edged sword

 high-performance  
**organizations**

&

 Sustainable 'growth'  
**businesses**



# we need to **future proof** an organization

digital  
quotient

risk  
preparedness

ai  
readiness

agility

resilience

changing  
CXO roles

evolving  
learning mindset

business  
acumen

organization  
wellness

business  
acumen

capacity- capability  
quotient

psychological  
safety

data  
driven

human-centric  
culture

market  
relevance



responsiveness

adaptable  
business model

leadership  
pipeline

**...and a lot more**



# with many success factors to address

purpose alignment

value differentiation

shareholder expectations

compliance and regulatory issues

synergy in partnerships

talent war / attrition / shortage

mix-gen challenges

brand promise

customer delight

productivity dip

optimum engagement

marginalised competitiveness

impactful innovation

obsolete policies

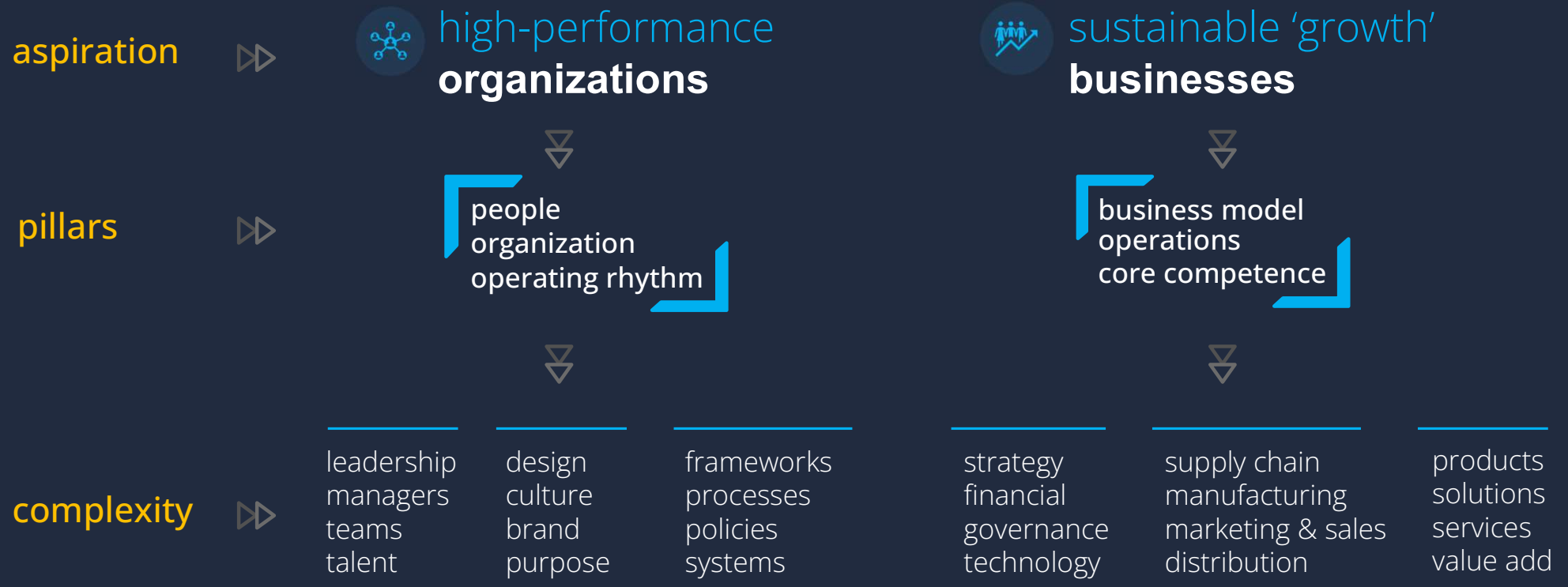
manager effectiveness

redundant processes

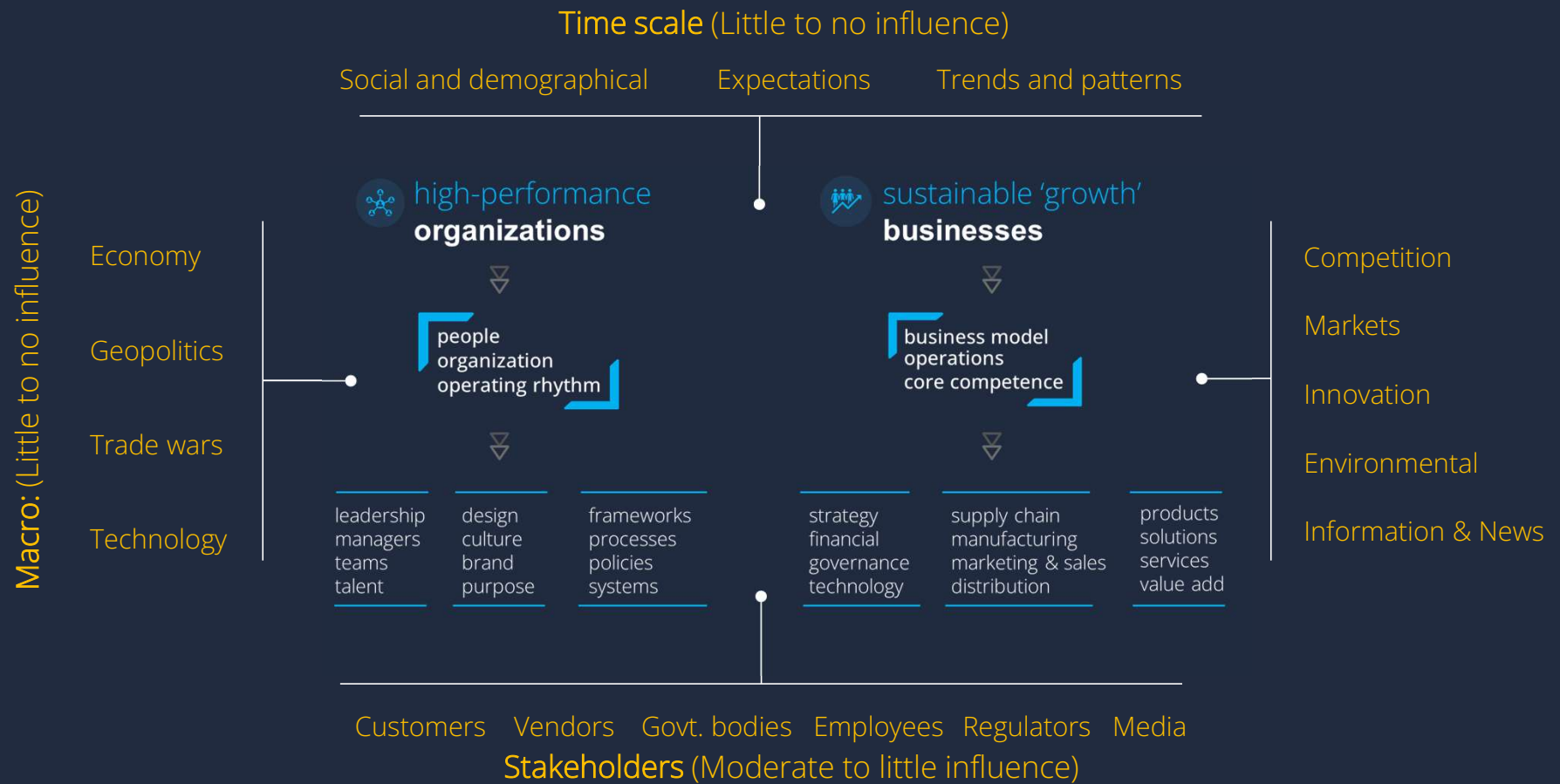


## ...and plenty of hygiene to consider

# ...inundated with layers of complexity



# ...influenced by 'dynamic' constraints



# and the world is in **imbalance**



the strategic imperative...

are we future ready?



## it boils down to...



what is the new direction and how do we **adapt** to it?



how do we engage and sustain the **momentum**?



are we **prepared**?



where and how do we **begin**?



What **value** are we creating for each stakeholder and audience?

we need a shift...

...in thinking and approach





## the most important question to ask

the focus was on the "why" (the experience) rather than the "how" (the technical specs)



taking his 'why' to heart.

addressing every stakeholder and audience  
touchpoint is not a luxury

brand and communications

needs to

re think  
focus  
shape  
skill

# the answer: a dual approach

**organizational**



view of business



**business**



view of an organization



discover new and hidden  
**gaps and opportunities**



**integrated experience**

This is a new approach to  
**brand and communications**

introducing....

**'integrated experience' led  
communications program**

# the 'integrated experience' led model



## connect the dots

work across the breadth and depth of the organization to unravel gaps & opportunities

address the complete 'people' lifecycle journey aligned to organization and business.



## touchpoint communications

consider direct, indirect and adjacent channels to deliver a consistent brand promise.

journey-based, multi-stakeholder/audience hyper-persona communications.



## a sustained program

establish programs through effective change management using the ADKAR model.

identify champions and catalysts in teams for effective alignment and momentum.



# an 'always' outcome-focused model

'integrated experience' led  
communications program



consistent  
brand experience



enhanced  
organization and business  
performance



# drive and sustain future performance

'integrated experience' led communications program is anchored in human experience and executing a communications program that addresses an organizations, it's businesses, stakeholders and audiences holistically...

1

boosts emotional resonance and resilience to create a 'driven' culture with relevant behaviors

2

fosters alignment to organizational purpose, brand and goals to enhance skills and competencies

3

encourages relevant story-telling in a 'noisy' world to establish trust and improve brand loyalty

4

evolves and establishes a distinct value for the brand and its offerings to boost partnership business mindset





## experience needs to be part of the core strategy

"As we have tried to come up with a strategy and a vision for Apple, it started with 'What incredible benefits can we give to the customer? Where can we take the customer?'"



### extending the philosophy...

A holistic, experience-centric approach is required.  
It's more than integrated communications - its  
integrated experience

▶▶▶ **future-proof now**

▶▶▶ charge up the organization  
and it's business for high  
performance

▶▶▶ adapt the 'integrated experience'  
led communications program



**future-proof your organization**

enhance organizational competence and  
drive business performance



**welcome to a new approach**



**'integrated experience' led  
communications program**

**take the next step**



**get in touch**



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