

7 STEP CHECKLIST FOR BUSINESSES WITH A DISTINCT VOICE

We all want our businesses to stand out, right? Within the world of tech, most of us want to set ourselves apart from "the norm." To show that we do things differently. To show we are distinct from our competitors. But, how do you create a voice for your business that makes it truly stand out? You can't leave the Voice of Your Business up to chance if you want to attract the right customers, partners, investors, and employees. Here is the 7 step checklist for creating a distinct Voice of Your Business.

1

Get an Outside Perspective on Your Business

There's no way we can know how our business comes across to others... unless we ask them. Gather people's honest perspectives.

- Customers
- Partner companies
- Investors/mentors
- Competitors
- Media
- Contractors
- Suppliers
- Voice of Your Business Specialist

2

Get the Inside Perspectives of Your Business

Every single one of your people influences the Voice of Your Business. What is the current voice of the people within the company? And how coherent is it right now? What's their perception of the company's voice?

- CEOs / Founders
- New hires
- Veteran employees
- Key people in different departments
- Long-term suppliers

3

Identify your Operational Difference

How are you actually different from everyone else in your marketplace? What do you do differently? (This one is usually easier to answer than the next step)

- Your USP
- Process excellence
- Product/service excellence
- Competitors
- R&D
- Product developments
- Company strategy

4

Identify Your Business' Voice Difference

What's different about you in terms of your voice and personality? What do you and your people bring to the table that makes you see the world differently from everyone else?

- Personality qualities
- Business beliefs
- Brand voice
- Values (I mean real values, not those business-jargon BS "values")
- Vision

5

Clarify Your Touchpoints

Every communication that comes out of your business affects how people perceive your business. How does the Voice of Your Business come across in all your touchpoints right now?

- Sales conversations
- Marketing copy
- Videos and webinars
- Social Media
- Customer/tech support
- Conference keynotes
- Networking
- Advertising
- Media spokespeople
- Internal communications

6

Synthesize and Develop Business Voice

By this step, you've done all the "grunt work." Through various methods (see the tips below) you've gathered perspectives, language, and examples of the current Voice of Your Business. Or, you've got someone from outside to help to do this for you.

Now, synthesize these insights to develop them into a strong, coherent, unique Voice of Your Business – one that feels authentic to you and your people and will attract the people you want to work with.

Identify how this voice will show up in each of your business's touchpoints.

7

Train and Use

Finally, roll out your new, coherent Voice of Your Business to all of your touchpoints. Give your people ownership of the voice and embed in the very fabric of the business.

- Team workshops
- Individual trainings
- Internal communications
- Training materials

Methods to extract the Voice of Your Business

How do you collect information about the current Voice of Your Business? This is most effective when performed by an objective, external person who knows the process.

- One-to-one interviews
- Group interviews
- Group workshops
- Social media monitoring
- Customer reviews and testimonials
- Media coverage

To learn more about the Voice of Your Business, please get in touch with me (Alex) at alex@alexowenhill.co.uk