

MARKITECT



BRANDING FEUD

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SURVEY SAYS...



**Elements of a
Brand**



**Developing Brand
Strategy**



**Activating Your
Brand**

POLL QUESTION:
WHAT COMES TO MIND
WHEN YOU THINK OF
BRANDING?



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MULTIPLE CHOICE: What is branding?

A. Perception of a product, service, experience or organization.

B. The symbolic embodiment of a company, product, or service, represented through images and ideas.

C. The perception stakeholders have of your product or service based upon their experience with your brand, marketing, or operations.

D. All of the Above.

BRANDING IS NOT JUST YOUR LOGO



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Elements of the Brand



What is branding?

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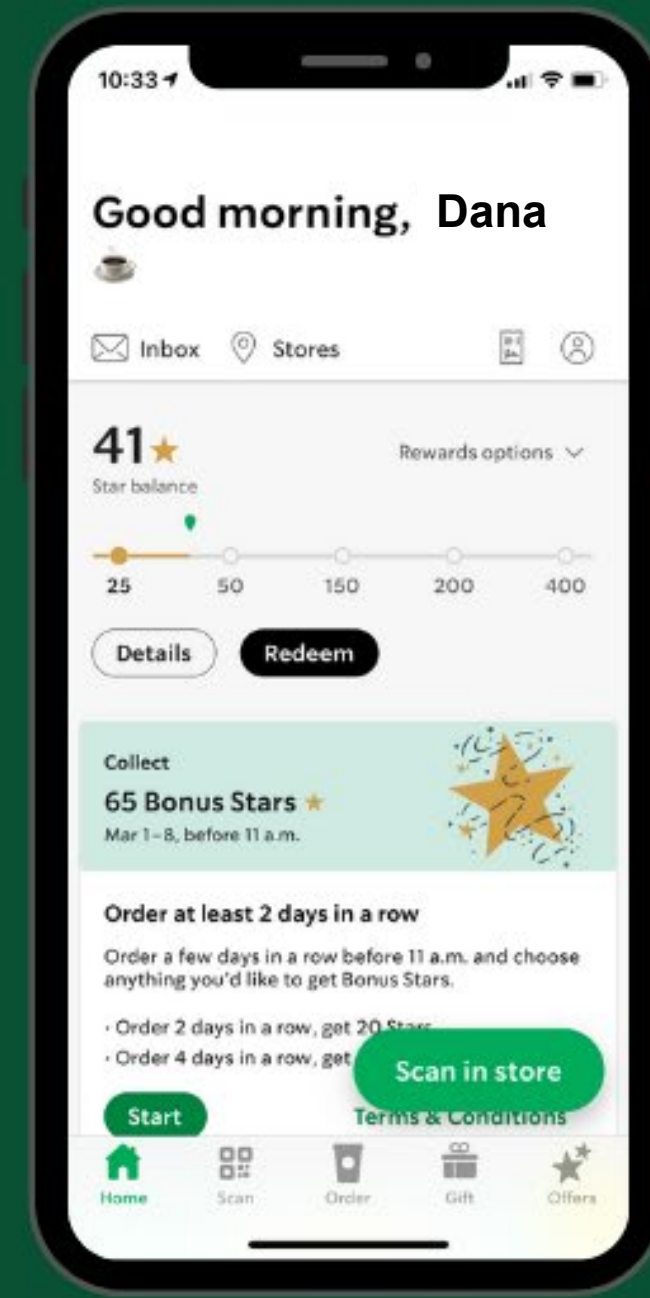
D. All of the Above.

THE BRAND EXPERIENCE

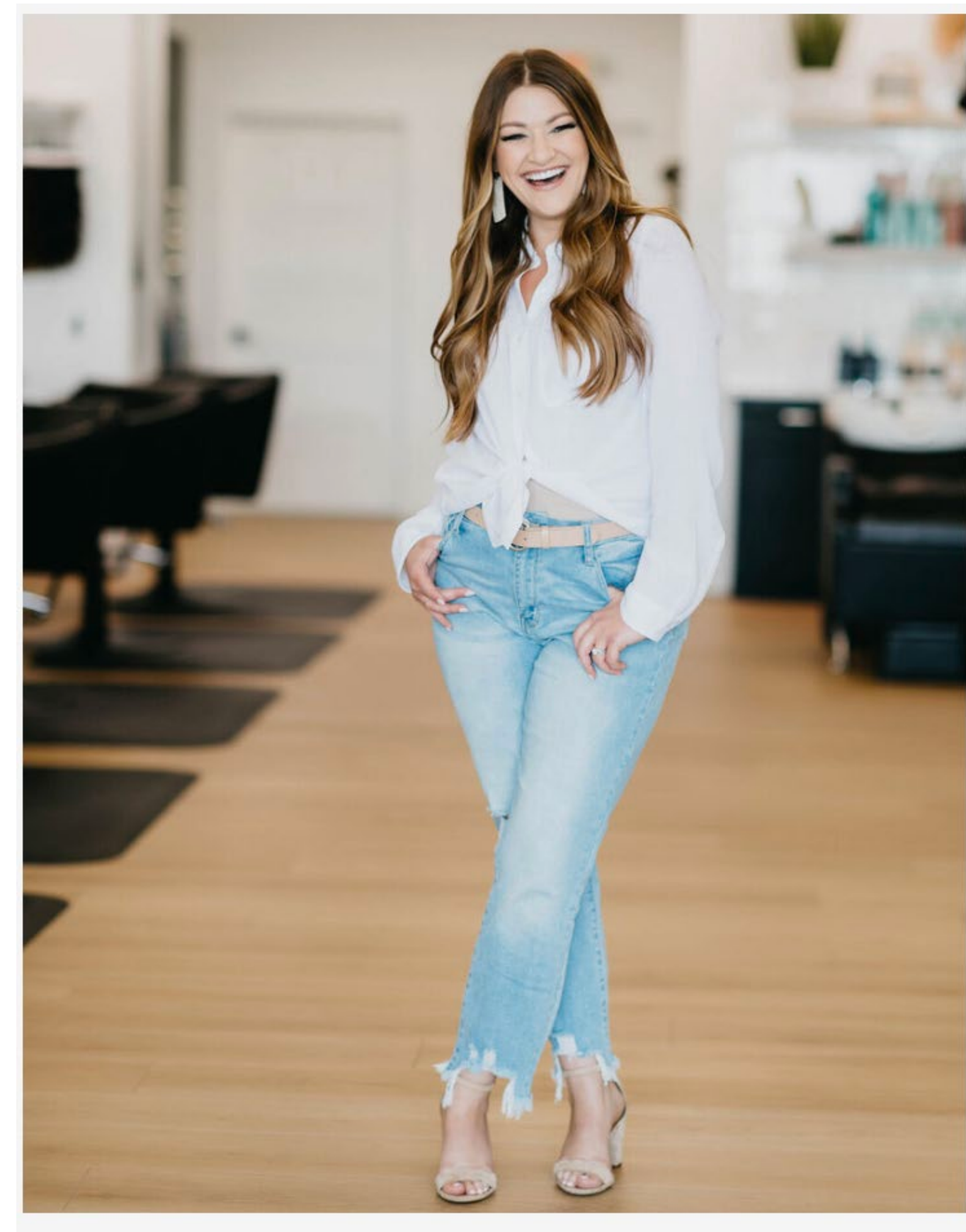
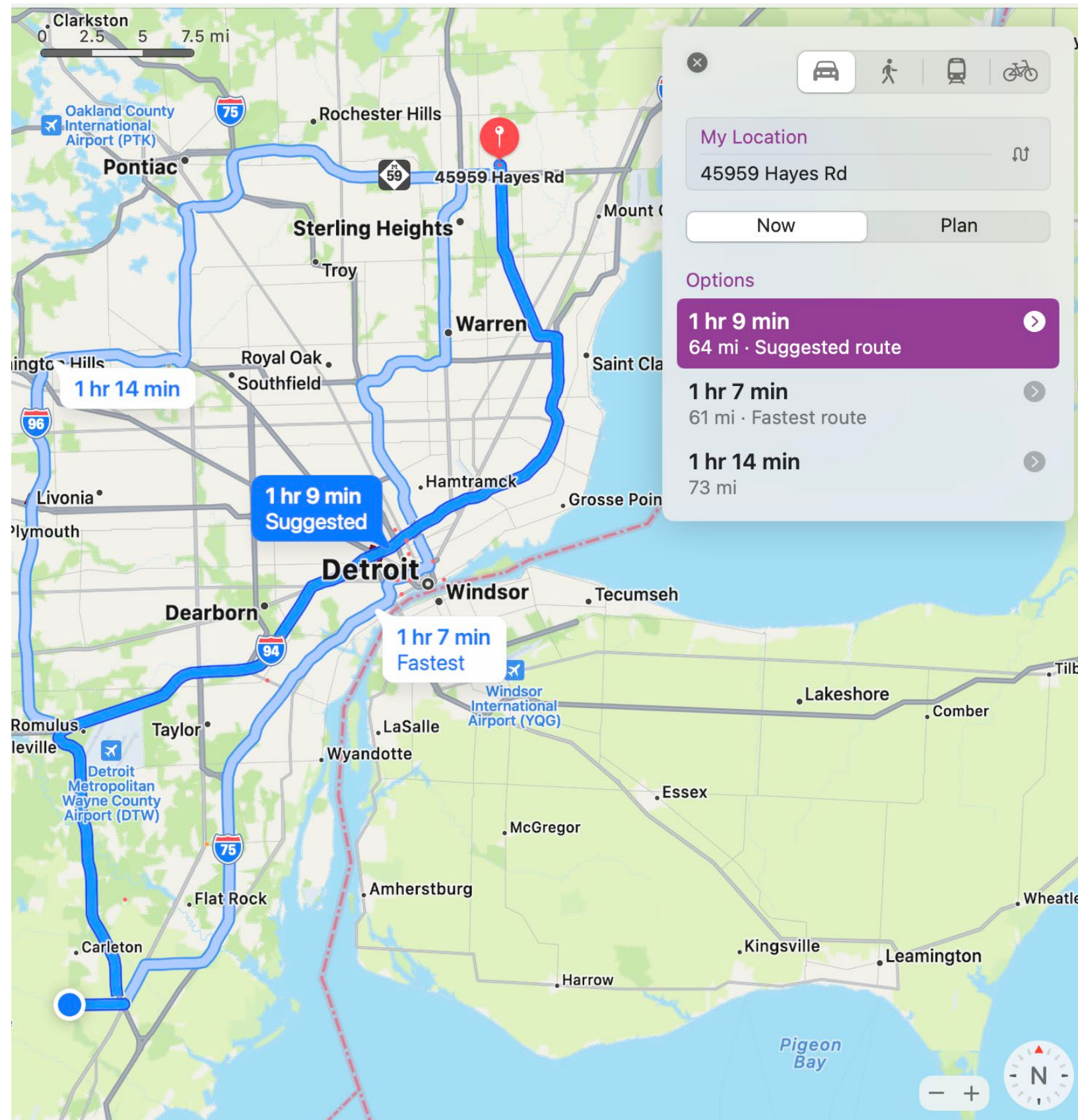


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Favorable Experience = Choice



Service Experience



Work Experience

WE BUILD PEOPLE

Our Team Member Value Proposition

A team of motivated, engaged, and empowered team members all working to positively impact People, Projects, + Communities

97 YEARS IN BUSINESS

96% POSITIVE EMPLOYEE SURVEY RATING

10 MARKETS SERVED

100% EMPLOYEE OWNED

2.2 BILLION IN AVERAGE REVENUE

2600 TOTAL EMPLOYEES

15 OFFICES SERVING IN NORTH AMERICA

CULTURE



CORE PURPOSE

At Barton Malow it's our mission to have a highly engaged and motivated workforce. We do this by consistently living our Core Purpose: Building with the American Spirit: People, Projects and Communities and living our Core Values: Integrity, Partnership, and Empowerment.



CORE VALUES

Integrity: Making the right and fair decision in every situation.

Demonstrating consistency between words and actions. Honoring all commitments.



Partnership: Working together to advance mutual interests. Building relationships based on trust and respect. Ensuring a highly collaborative and enthusiastic environment. Communicating with candor and appreciates the input of others.



Empowerment: Equipping and enabling people to deliver results. Understanding expectations. Acting decisively. Demonstrating self-motivation and entrepreneurialism.



BASE CAMP

Our long term goal is to build innovative and trust-based solutions in order to double our efficiency by our 100th anniversary in 2024. We will achieve a customer value proposition that is the envy of the industry.



COMMUNITY WEEK

As part of our Core Purpose and Values, being involved with the communities we serve is embedded in our culture. Since 2013 we have held Community Week: a week where team members volunteer time to a variety of organizations.



BARTON MALOW FOUNDATION

The Foundation's mission is to help build our People, Projects and Communities through charitable giving, building and volunteerism in the communities where we live, work and play. Team members can contribute payroll deductions to the Foundation which are matched as one dollar for every one dollar donated up to \$2000 annually.



DIVERSITY, EQUITY, + INCLUSION

We are committed to fostering a culture where all team members are welcomed, valued, fully utilized, and have fair opportunities to share their thoughts, ideas, and concerns.



POSITIVE EMPLOYEE EXPERIENCE

Mutual respect, collaboration, and fun contribute to being a great place to work.



SAFETY

Safety is more than just a buzzword at Barton Malow, it's ingrained in our culture. At Barton Malow, we build it safe. No exceptions. And we wouldn't have it any other way.

RECOGNITION



CAREER CELEBRATIONS

Barton Malow highly values its people and their service to the company. The Career Celebrations Program provides a way of recognizing individuals who have achieved a milestone anniversary.



THE PITCH

Barton Malow provides regular opportunities to pitch business ideas that could improve our industry to company leaders. Participants can win cash prizes, become an inventor or even an entrepreneur.



AWARDS OF EXCELLENCE

Each year team members are nominated by their peers and awarded the Carl O. Barton Builder Award, Ben C. Maibach, Jr. Leadership Award, Ben Maibach, II Impact Award, and the Craftsman of the Year Award. Team members nominated display excellence in influencing lives, improving work, and strengthening communities.



GRATITUDE + GOOD WORK

Team members are encouraged to express gratitude and thanks. We believe the simple act of saying "thanks" can positively impact our career experiences!

INCENTIVE COMPENSATION

All full-time team members and full-time union general superintendents are eligible to participate. Team members are rewarded for achieving company objectives.

YOU ROCK! AWARD

Each quarter, team members nominate peers who promote a positive work environment, embrace innovation and continuous improvement, are committed to safety, and uphold our core values. The You Rock! Award winner is selected by team member vote.

OPPORTUNITIES



FORMAL LEARNING (IN-PERSON + ON-DEMAND)

Through our talent management system, team members can discover new paths and learn new skills. Our goal is to help Barton Malow team members discover new talents through in-person learning courses, on-demand webinars, and LinkedIn Learning classes.



LEADERSHIP DEVELOPMENT

Our leadership model combines our Core Values with team members' personal values to motivate and inspire, build relationships, align resources, and set direction.



ON-THE-JOB TRAINING

We believe in providing context and clarity. Standard Practices and workplace resources ensure all team members have the tools needed to do their jobs, and that training occurs just-in-time.



CAREER CONVERSATIONS

Career Conversations are discussions between team members and managers that support the development of team members' career goals.



DIVERSITY OF PROJECTS

Barton Malow has a wide range of projects covering a variety of markets that require diverse job skill sets. Our market diversity allows team members to build their resumes and skills without ever leaving the company.



CONTINUOUS LISTENING

Our team members have a say in shaping our culture. We regularly conduct surveys and provide multiple forums for two-way communication.



INTERNAL JOB POSTING

When career opportunities become available, they are posted to an internal job boards so that team members have the opportunity to apply and further their career aspirations.

WeCARE

We're known for our strong family culture. Being a family means taking care of each other. As a result, we've created WeCare Total Rewards to support your health, wellness, family and finances.



YOUR HEALTH

Our people come first at Barton Malow, and part of this commitment to you is offering a comprehensive, competitive health and welfare package.



YOUR WELL-BEING

We want you to bring the best version of yourself to work each day, and part of being able to do so is ensuring that you're receiving the assistance you need.



YOUR FINANCES

Are you planning for retirement? Or maybe curious about reimbursement for earning an advance degree? Your financial wellbeing is important. We offer a collection of financial wellness programs to help you make your money work harder for you.



YOUR FAMILY

We don't just care about you as a team member, we care about your family too. Whether it's a pet, elderly loved one or child, we're committed to supporting more than just our team members, but their families as well.



YOUR BENEFIT RESOURCES

Whether you're looking for information on Open Enrollment or you experienced a life change, we have a central hub of benefits information to help you through these important decisions.

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Customer Experience

Inc.

NEWSLETTERS SUBSCRIBE

CUSTOMER SERVICE

On this Southwest Airlines Flight Almost Everything Went Wrong. The Company's Response Is the Best I've Seen Yet Don't wait for your customers to complain to do the right thing. 

BY JASON ATEN, TECH COLUMNIST @JASONATEN

Key Takeaways...

- The email wasn't sent in response to a complaint.
- Proactive Customer Communications.
- If your customer contacts you because he or she is upset, it's too late. The relationship is already broken--

Email to Customers...

Needless to say, yesterday's flight experience is not how we intended for your trip to begin. I'm so sorry for the confluence of factors that resulted in a late arrival at Detroit. I realize this significantly impacted your travel plans, and I hope you will accept my sincere apologies for the overall inconvenience.

We are a Company built on serving others through the delivery of safe and reliable air transportation. Your continued patronage is

important to us, and we hope you will continue to give us the privilege of welcoming you onboard. In that spirit, I'm sending you a LUV Voucher (in a separate e-mail, which will arrive within fourteen days) that can be applied as a form of payment toward a new Southwest reservation. We look forward to seeing you again in the near future.

POLL QUESTION:

Name some brands that
provide you with a great
experience.



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DEVELOPING or RE-DEVELOPING THE BRAND

RESEARCH

GOALS

ANALYSIS

PLANNING

POLL QUESTION:
**What are some examples
of brand stakeholders
at your firm?**



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Developing the Brand



TEAM MEMBERS

For team members seeking a high-performing and caring culture, Barton Malow provides an inclusive team member experience dedicated to learning, development, recognition, and well-being.



CLIENTS

For clients seeking a trusted and reliable partner, Barton Malow delivers your vision with a team of accessible professionals who proactively pursue and respond to your needs, care deeply about your investment, and deliver consistently.



INDUSTRY PARTNERS

For industry partners seeking to deliver improved client service, Barton Malow minimizes risk with a track record of collaborative relationships that allows all involved to leverage their strengths and grow capabilities.



SUBCONTRACTORS

For subcontractors seeking collaborative partnership, Barton Malow provides proactive and transparent leadership, connecting them to the bigger picture and fostering a respectful jobsite of shared goals and problem-solving.

SETTING GOALS FOR YOUR BRAND

CREATING A DIFFERENTIATING BRAND

Can we clearly articulate our brand purpose, promise, and value proposition?

ACHIEVE VISIBILITY

Are we being found by our ideal customers?

GENERATE ENGAGEMENT

Our prospects know about us, but are they engaged?

LEAD GENERATION/CONVERSION

Our prospects are engaged, but are leads turning into customers?

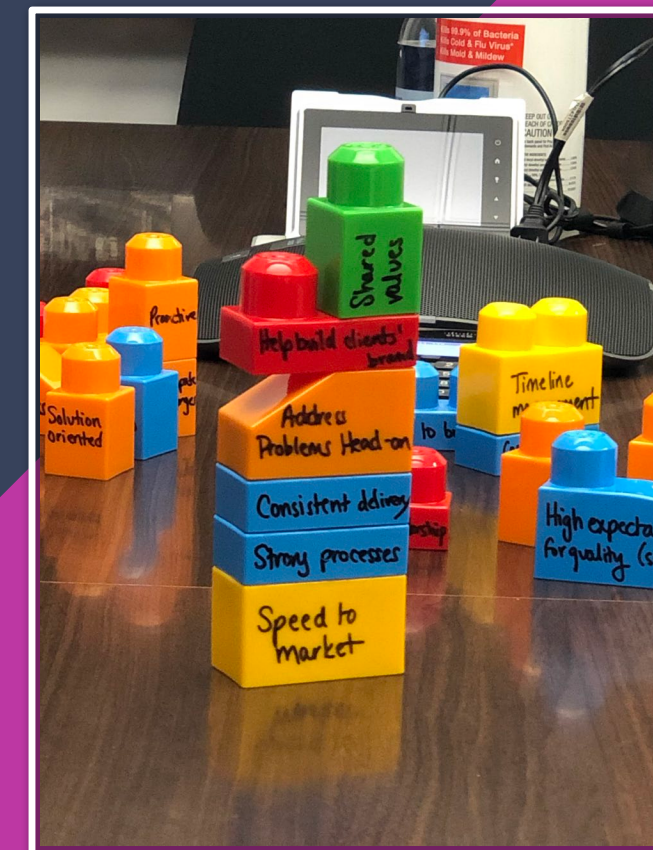
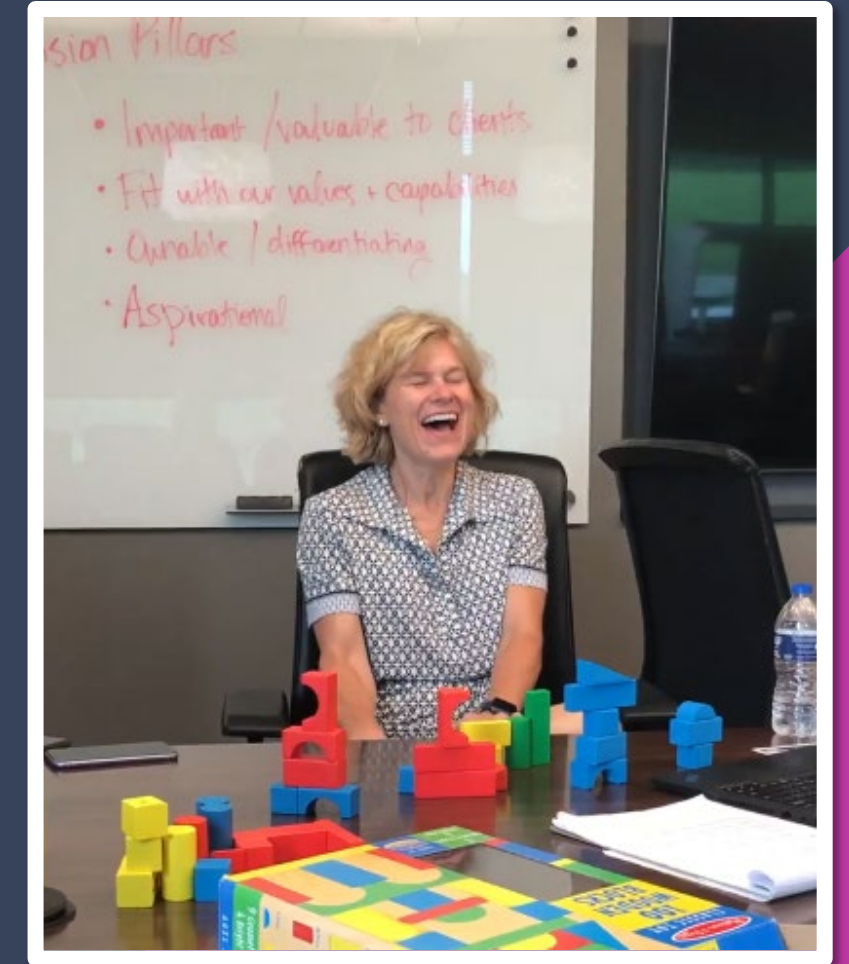
ANALYZE THE SENTIMENT

Listen360 Feedback – Customer Feedback

Feedback Fridays – Team Member Feedback

43 STAKEHOLDER INTERVIEWS with execs/leadership, team members, clients, subcontractors, and partners

Interactive WORKSHOPS



PLANNING

What do we want
to aspire to be?



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BRANDING FEUD – The Toggle Exercise

Local					National
Youthful					Ageless
People					People
Revolutionary					Evolutionary
Humble					Proud
Authoritative					Rebellious
Optimistic					Pessimistic
Fun					Serious

Revolutionary

Evolutionary

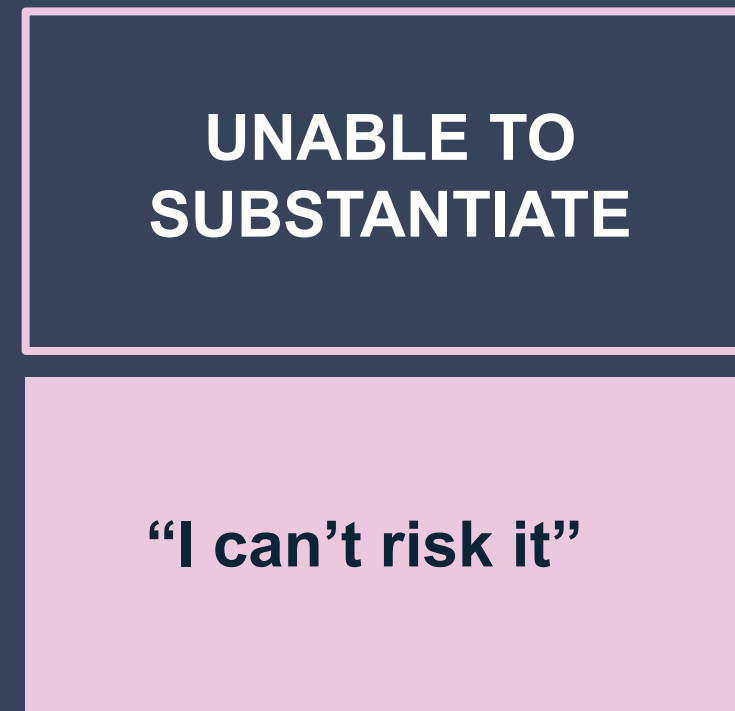
Humble

Proud

Developing the Brand Proposition



If we lack one of these components....



BRAND CONSISTENCY

**Builds Awareness +
Develops Trust with Customers**



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ACTIVATING THE BRAND

IDENTITY

MARKETING

EXPERIENCE

Activating the Brand



Activating the Brand



BUILDING WITH THE
AMERICAN SPIRIT
PEOPLE
PROJECTS
COMMUNITIES



INTEGRITY

Making the right and fair decision in every situation
Demonstrating consistency between words and actions
Honoring all commitments



PARTNERSHIP

Working together to advance mutual interests
Building relationships based on trust and respect
Ensuring a highly collaborative and enthusiastic environment
Communicating with candor and appreciating the input of others



EMPOWERMENT

Equipping and enabling people to deliver results
Understanding expectations
Acting decisively
Demonstrating self-motivation and entrepreneurialism

Barton Malow



**Listen to Episode 6 of Said Differently,
'Transforming How the World is Built,' Now**



Barton Malow

EXPERIENCE FUNDAMENTALS



OUR PURPOSE + VALUES

BUILDING WITH THE
AMERICAN SPIRIT
**PEOPLE
PROJECTS
COMMUNITIES**

 **INTEGRITY**
 **PARTNERSHIP**
 **EMPOWERMENT**



OUR VISION

We harness the power of our collective potential to advance our industry and build a legacy that shapes future generations.



DO THE RIGHT THING

Be fair, open, and honest
Solve problems when you see them
Care deeply about our projects, our communities, and each other



DELIVER CONSISTENTLY

Utilize our Standard Practices
Provide the level of service the client and project needs
Address challenges head-on



ADVANCE TOGETHER

Encourage ideas from everyone
Embrace feedback to learn and improve
Celebrate our successes and learn from our failures



TRANSFORM THE INDUSTRY

Evolve tools and processes
Adopt and lead industry advancements
Leverage technology

OUR VALUE PROPOSITIONS

Barton Malow instills confidence through each stage of your experience by bringing together resources, relationships, technology, and collaborative leadership.



TEAM MEMBERS

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MAKING IT STICK

- How will it contribute to our future success?
- If we don't fulfill this commitment, what's at risk?
- What pressures are we facing externally?
- What is the internal dynamic/culture?
- What are some “best examples” of this and why don't/can't all follow suit?
- An “easy win” we could achieve right away would be...



THANK
YOU

**Barton
Malow**

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