

Identity.

Knowing who you are and who you want to be

What do we mean by identity?

What are you wearing? Excuse the impertinence, but let's be honest: it's important. Judging a book by its cover is wrong, but we all do it. How did you shake my hand; did you look me in the eyes; what was the tone of your voice? Let's assume we get past the pleasantries. Now I'm interested in hearing what you say about yourself. And if you've still got my attention (forgive me, I get bored easily) I'll then judge you by your actions.

It's no different with companies. Your first impression could be their logo; if that catches your attention, you might listen to their patter; and then you'll try what they're offering. If they deliver what they promised, you'll be happy and they'll build a strong identity in the market place.

And what makes or breaks this experience is the clarity and consistency of the company's beliefs, purpose and character.

“Identity goes deeper than customer service or the look and feel of a product. It's the total experience, from the viewpoint of the consumer.”

What do we do?

Through in-depth interviews, focus groups and research, we reveal how your company is viewed by its customers. What is your identity in the marketplace right now – and why? This insight is a powerful catalyst for new thinking, so we facilitate conversations in your company about doing things differently. Then we encourage you to look ahead. What do you want customers to think of you in a few years time? This isn't a dreamy, visionary process. It's a rigorous exercise in identifying your future promise to customers.

Being able to articulate, succinctly, how you are viewed now and how you want to be viewed in the future is invaluable. It gives you direction. Every decision you make is based on whether it gets you closer to your destination. It's also a very efficient way of explaining who you are to employees, customers and suppliers. And it shines a light on the culture and capability of your people. Does your company have what it takes to get from A to B?

Who are we?

We are Boundless, led by Daren Gordon and Ashley Green. We help companies define who they want to be, based on fresh insight into their customers and employees. We work with their leaders to create a healthier culture and ditch any bad habits holding back their business. During our careers, we've had some great clients, including HSBC, BP, the Environment Agency, WHSmith and Rolls Royce.

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