

Discussion Platform - Tangible, provable points of distinction and differentiation. Why we stand out.

WE STAND OUT BECAUSE OF

DRAFT

Efficiency

Ability to accomplish a job with a minimum expenditure of time and effort.

Discussion Pillars - Descriptors that define and support the how we stand out

<div>Technical EFFICIENCY</div> <div>We know how to direct great work without drama, even when it's complicated.</div>	<div>Procedural EFFICIENCY</div> <div>We run a tight ship with very little tolerance of waste, especially when it comes to time.</div>	<div>Economic EFFICIENCY</div> <div>Construction projects are notorious money pits...but not ours.</div>
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Key Relationships to Nurture

SUBS AND SUPERS

Team, Arch, Realtors

Everybody that carries the Watts name.

CURRENT CLIENT LIST

Those we already have a working relationship with.

Inspiration Platform - Intangible, perceived points of meaning and motivation. Why we are remembered.

WE WILL BE REMEMBERED BECAUSE OF

Straightforwardness

Free from ambiguity or pretense.

Inspiration Pillars - Descriptors that define and support how we are remembered.

<div>Open STRAIGHT-FORWARDNESS</div> <div>We proactively keep our clients informed.</div>	<div>Honest STRAIGHT-FORWARDNESS</div> <div>Our integrity is worth more than any project. We own the good, and we own the bad.</div>	<div>Friendly STRAIGHT-FORWARDNESS</div> <div>We actually like what we do, especially forming sincere relationships with our clients.</div>
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AREA INFLUENCERS

Southern Utah folks who inform what happens in the area.

Brand agents who participated in the creation of this messaging map: Doug Watts, Anne Howell, Chris Boudreiroo. This Simplified Branding Platform is intended to focus strategy and execution. It is based on established principles long practiced by major brands, yet made practical for even the smallest organization to use effectively. The primary purpose for this platform, is to establish and maintain consistent and authentic relationships between you and your audiences. ©2016 Brand Iconic, LLC

