The Intersection Between Transformational Leadership, Corporate Communications And Cultural Branding – Closing The Delta
Background to my Research

Expert Delphi study of international brand, advertising and PR managers and academics over 16 months. An iterative process - where over several rounds of questioning, participants arrived at a consensus of thought.

- Nearly 400 years of collective experience
- 185 brands worked on
- Multi lingual, ethnic & cultural
Over the past 30 years or so the term has emerged as a concept: moving thinking away from economic transactions – towards collaborative transforming and emotional transactions.

Here: Leadership is judged by influence, with the aim of elevating morale & motivation.
Still debates continue around whether Brands, Reputations & Leaders are born or made?

But, beyond these lofty ideas: how can such Transformational Influence & Leadership be engineered?

The School of Athens (Raphael, 1510-1511)
The Human Transactional Exchange

**Human Cultural Experience Equation**

\[
(\text{Internal Me}) + (\text{External Me}) \quad \leftrightarrow \quad (\text{Internal Them}) + (\text{External Them})
\]

\[
(\text{How I see myself}) + (\text{How I am seen}) \quad \leftrightarrow \quad (\text{How they see themselves}) + (\text{How I see them})
\]

**Transactional exchange**

- **Horizontal**:
  - free exchange, +ve outcomes
  - free exchange, -ve outcomes

- **Asymmetric**:
  - +ve (dominant), -ve (harmful)
The Corporate Brand Universe

The Delta: Space, Time & Context
Give rise to the Language and Meaning of:
Urban Cultural Human Brands, which Transcend
However, this phenomenon is full of patterns, open to interpretation.
Brand & Cultural Leadership

Roadmaps & Crossroads:

DESTINY WAY

INSPIRATION DRIVE
Inspired by Aristotle

The Life of Brands & Leaders

**Brand:** Anatomy, Physiology & Essence
- Substances
- Quantities
- Qualification & Qualities

**Market Proposition & Stakeholder Positioning**
- Relativity & Relations
- Where?
- When?

**Brand-Cultural Paradigm**
- Being in a Position
- Having
- Doing & Action

*Inspired by Aristotle*
Inspired by Socrates

Dynamic Stakeholder analysis

[non-Users]
- Society
- Micro competitive environment

Gatekeepers
- Government
- NGOs
- Intermediaries
- Media / Public Relations
- Social Networkers

[Users]
- Consumers
  - Social Networkers
  - Celebrities
- [Doners]

[Owners]
- Firm & Employees

BRAND

Level of Brand Ownership

Psychological Contract dominance
Physical Contract Dominance

+ve/neutral/-ve

[Doners]
- Media Advertising Channel Partners
- Sponsors Endorsers

Inspired by Socrates
What is Surrogacy?

Literally:
*It is the adoption process where a mother and/or father takes ownership and responsibility of a child – like their own blood*

*Or the grafting of two plants together*

And that the concept:

- Applies to brands
- Applies to their stakeholders
- Is the consumption of culture, which *creates social networks & communities*
- Offers a means to generate social capital
- Seeks the *humanisation* of brands and commodities ...
- Is a ratification of *authentic* and *credible* cultural-centric brand successes
So what I am advocating today is for Culture-centric Transformational Leadership: we should either adopt, or allow ourselves to be adopted – and use branding to achieve this.
The Journey…
New approaches to:

Leadership

Stakeholder & Transactional Analysis

Cultural fingerprints

Nation Branding

Thank You (^_^)d

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