



# Ideal Growth

The Key to Building Sustainable Business Growth

BOOK  
RAPPER



# The BOOK RAPPER

# The Book

JIM STENGEL

How Ideas  
Power Growth  
and Profit at the  
World's Greatest  
Companies

**GROW**

The Book



Grow Emotions!



Nice...

Key!!!

Improve Lives



Nice...

Key!!!

Improve Lives



# The Author

GROW

Your Challenge!

A high-resolution image of Earth from space, centered on the African continent. The landmasses of Africa, Europe, and Asia are visible, surrounded by deep blue oceans and white, swirling cloud patterns. The background is a black void filled with distant stars.

# What's Your Ideal World?

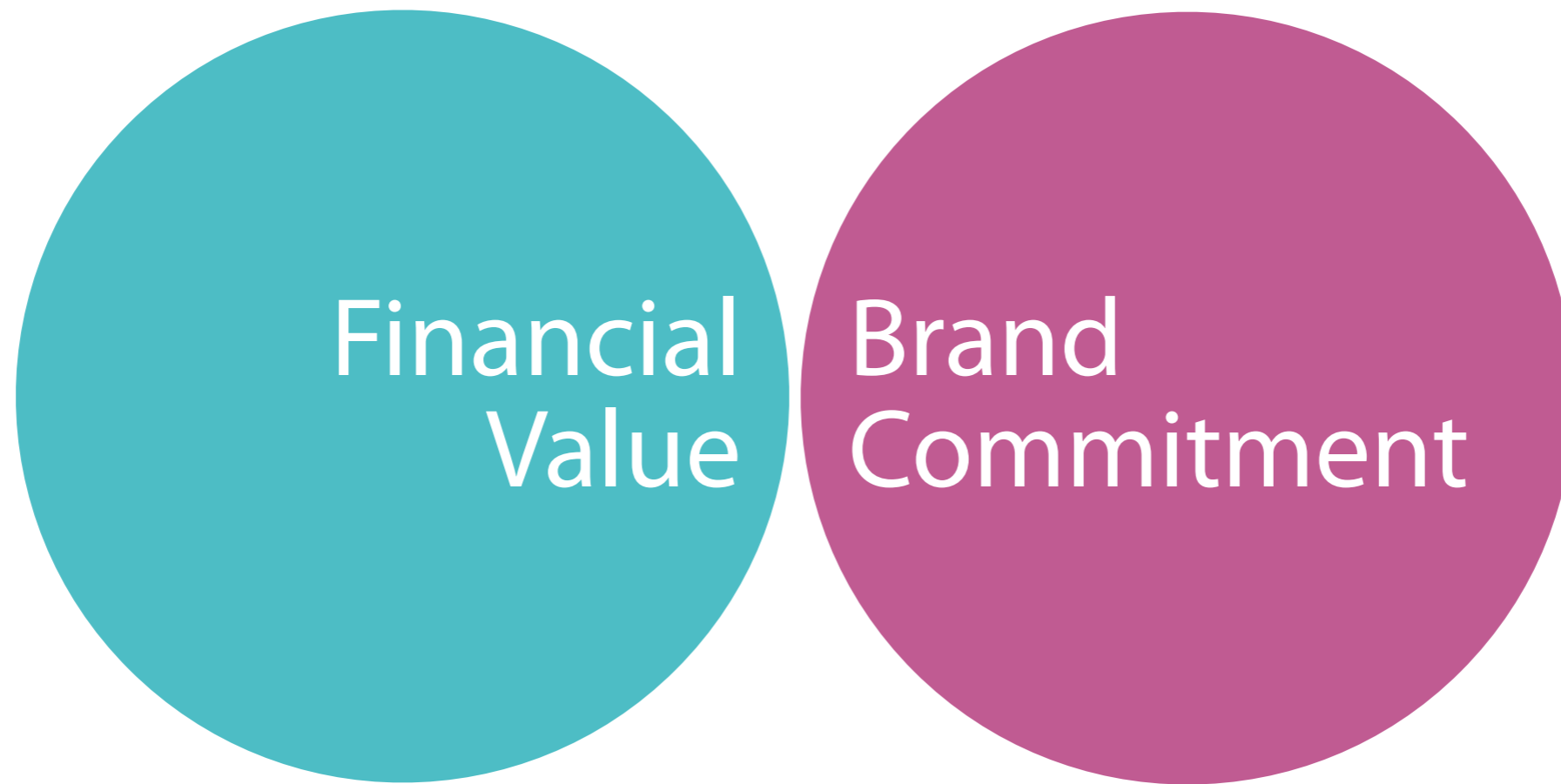
Your Challenge : Write Your Story

# The Stengel 50

Millard Brown

Brand Z

50,000



How are they related?

S&P Index

Stengel 50

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**BOSS**  
HUGO BOSS



**SAMSUNG**



Mercedes-Benz

**Google**<sup>™</sup>

Some of the 50 companies...

# The Ideal Tree



The Ideal Tree



# Beliefs and Shared Values

Start here!

# Competition



Take Note of this...

# Define



Define Your Ideal

# Build



Build Your Ideal

# Communicate



Communicate Your Ideal



# Experience

Deliver Ideal Experiences



# Evaluate

Evaluate Progress Against Your Ideal



Beliefs and Shared Values

# The Ideal Branches



What do you believe?

Your  
Values



Customer  
Values

Beliefs and Shared Values

Advantage



Parity

Competition

Exploration

Connection

Pride

Joy

Society





- Which of the five brand ideals fits your organisation?
- What is the core reason your business exists?
- What are the core beliefs of your organisation?
- How do you improve life for others?
- What roles have you played for people in the past?
- What is the heritage of your organisation?
- Who do you want to become for others in the future?
- What do you want to stand for?
- What is important to your customers?
- What are their values?
- What values do you share with your customers?









Communicate  
Build  
Experience  
Define  
Evaluate  
Competition



Beliefs and Shared Values

Start here!

More...

Communicate  
Build  
Experience  
Define  
Evaluate  
Competition



Beliefs and Shared Values

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Discuss this with...

The Most Important Action of All...



# Grow Your Tree!

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