



SUCCESS STORY | BRAND ENGAGEMENT | GLOBAL BRAND VALUES AND BEHAVIORS

Client: Big Global Powertrain and Robotics Producer

Objective: To define a new business model, launch marketing innovation projects, and manage people brand engagement

Specific Point: Global Brand Values and Behaviors

The Company's global Brand values and behaviors were identified and consolidated in two steps: the first one was handled through the TWIN LAB format within a period of three months. Thirty international C-level managers composed the working team; through their creative decision-making process ([BRAINING methodology](#); [BRN-ALDEHYDE MBS®](#)), three main company values and four main behaviors were identified. In the second phase, the results were presented, shared, evaluated, and completed with the enlarged international management team (150 people). Subsequently, small-group mentoring sessions for brand engagement were deployed. As a parallel output, the Company Value and Behavior Brand Model was designed and globally communicated.

