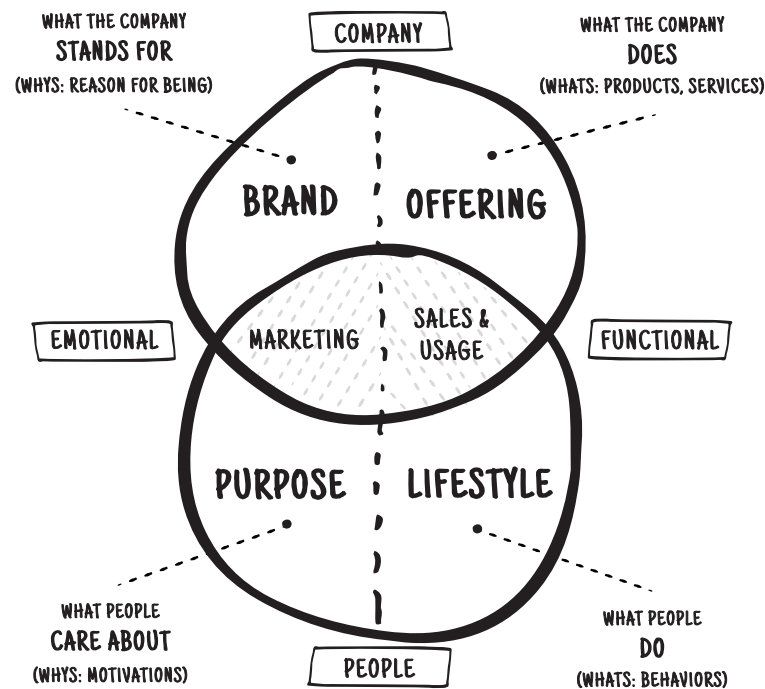


# Creating Connections

Define how companies can meet people's functional and emotional needs



## How It Works

This framework defines what a company is sending out into the world and how it is or isn't meeting people's functional and emotional needs. Functional connections define the whats: how a company's offering meets the lifestyle behaviors of people. If you only have a functional connection, you're a commodity. Emotional connections are formed by when the company is able to link with people based on purpose. Understanding, defining and designing for all of these aspects ensure a clearly defined brand that attracts loyal consumers.

# Using the Creating Connections Framework

## Example Application

Go out on a job site and look at the cordless drills. You'll see a few brands, such as DeWalt, Bosch, Makita and Milwaukee. But talk to the people using them and you'll find out that there are DeWalt people, Makita people, etc. They don't have a cordless 20v from one company and driver from another. Even though they're all functionally similar tools, people buy a specific brand because they believe their chosen company is the best at meeting their lifestyle (functional) and purpose (emotional) needs. Their tools represent them, what they do, and what they care about.

## Descriptively To Analyze Current State

Understanding how an offering and its brand are connecting with people's emotional and functional needs and where gaps and incongruities exist.

## Prescriptively To Identify Opportunities

1. Look for opportunities to improve an offering so that it meets people's functional and lifestyle needs.
2. Look for opportunities to make a stronger emotional, purpose-driven connection.
3. Both.
4. Organize and generate marketing, sales and customer support activities