

[By Eric Wright]

# YOUR BRAND: MORE THAN JUST A NAME

**It's the Highest Compelling Truth  
that Drives Company Conviction**



**"GREAT  
MARKETING IS  
THE TRUTH WELL  
TOLD. GREAT  
BRANDING IS  
THE TRUTH WELL  
IMPLEMENTED."**  
— KENNAN BURCH

I'll never forget walking into the large banquet hall for an early morning awards breakfast back in May of 2015. The energy in the room was electric as about 600 people from Central Florida gathered together to honor the year's Community Impact Award Winners. However, what fascinated me the most was how the host of the event, whom I was just getting to know, Kennan Burch, was able to capture the hearts and minds of an audience that size through an engaging speech and a two-hour program. While the program was stellar, my interest went deeper, to find out what makes this guy tick, and why he is able to command such attention and respect from such influential civic and business leaders.

Burch is the founder of Brand Catalyst Partners, a small but formidable force in the world of brand strategy and corporate culture development. A 20-year brand-building veteran of Darden Restaurants, Inc., he decided to leave them in 2008 to pursue a dream to start a firm whose purpose, he unabashedly shares, is to "bring to life brands that change the world."

While he was at Darden, Burch and his team were involved in over \$1 billion in branding, advertising and marketing initiatives. He says with a smile, "I tell people that to let them know that I've made more mistakes than most people will ever have the opportunity to, simply because we had the budgets to do it." But one of the benefits of working with such a sizable budget was the opportunity to work with some of the best and brightest brand builders in the world.

The gold standard in Burch's view, and recognized as one of the most celebrated brand builders in the world, is his mentor, Stan Richards, the founder of The Richards Group in Dallas. Richards and his team are responsible for such campaigns as Motel Six's "We'll leave the light on for you"; Home Depot's "You can do it, we can help"; the cow campaign for Chick-fil-A; Ram Trucks' "Guts. Glory. Ram"; and hundreds of others. They are the most accomplished privately held agency in the United States.

## **BIG IDEAS, FOR THE NOT YET BIG COMPANY**

Burch saw the power of their unique brand strategy process because of the influence Richards had on the direction and culture at Red Lobster during the early 2000's, when Red Lobster was consistently beating the industry average. However he realized most second stage companies could never dream of hiring The Richards Group to help with their branding strategy. So Burch, with the blessing and encouragement from Richards, embarked on a dream to help the smaller companies of the world to use The Richards Group's proprietary brand strategy process. ►►►

Kennan Burch,  
founder of  
Brand Catalyst  
Partners, speaking  
at the Community  
Impact Awards.



03

02

01

- 01 | VISION
- 02 | PROMISE
- 03 | PERSONALITY
- 04 | RAVING FAN IDENTITY

## CONTAGIOUS BRANDS BUILD FROM THE INSIDE OUT

That was 2008. Since then, Burch's firm Brand Catalyst Partners has worked directly with more than 75 companies of all sizes and industries. When I asked him, "What do you promise your clients?" Very simply, he said, "I want to help them create a 'contagious brand,' which is one that naturally grows without a strong need for advertising."

When I probed a little further and asked how do you do that, he said, "We create inspirational alignment and organizational conviction to deliver on the company's highest compelling truth. In other words, why the company began, why people love to work there and why customers become raving fans. And, if we can do that together, then the future is bright!"

When it comes down to success stories of happy clients, you can run down a long list. And one of those clients is our own firm, SCB Marketing, publisher of *i4 Business Magazine*. Burch helped us align on our strategy and our vision which is:

"Igniting the power of business to see our communities thrive." Going through his process helped our company define who we are and who we aren't, what we say "yes" to and what we now can say "no" to. It unified our team and our messaging and became the deciding factor in many internal discussions.

We couldn't be more excited about pursuing this dream to the benefit of our clients, readers and communities we serve.

To find out more about Kennan's branding seminar or for him to speak at a leadership/CEO group, contact him at [www.brandcatalystpartners.com](http://www.brandcatalystpartners.com)

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WHAT YOU  
DO, BUT  
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# Orlando Insight

Fourth Quarter 2015

ORLANDO  
ECONOMIC  
DEVELOPMENT  
COMMISSION

SERVING ORANGE, SEMINOLE, LAKE AND OSCEOLA COUNTIES AND THE CITY OF ORLANDO

*Orlando Insight is a publication of the Orlando Economic Forum, an initiative of the Orlando Economic Development Commission (EDC). Comprised of local industry leaders, the Forum meets quarterly to discuss both current economic conditions and issues of regional significance in the four-county Orlando Metropolitan Statistical Area (MSA). Orlando Insight reflects those discussions and draws from the most recent data available at time of preparation.*

## Understanding Orlando's Tech Economy

Technology has long been a crucial part of Orlando's overall economic development strategy. Orlando's tech economy actually predates the tourism industry when Lockheed Martin and other major defense contractors established a presence in the region to support the space race in the mid-1950s. Over the years as technology evolved, the sector grew to include many different industries. This has made it difficult to properly quantify the size and reach of the entire breadth of the tech sector.

The EDC most recently documented a regional economic contribution of \$22 billion but questions remain regarding the sector's overall reach and influence.

### A NEW APPROACH

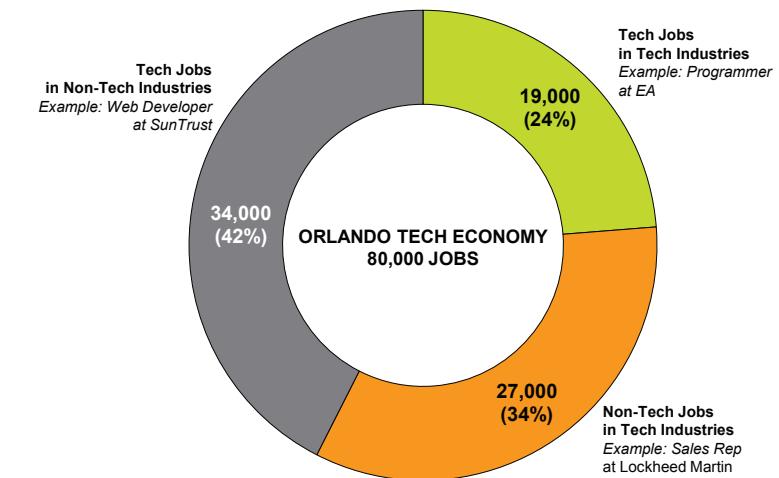
Any analysis of Orlando's tech economy requires a full accounting of the area's tech ecosystem.

Traditionally, data has been generated based on a determination of those industries whose output may be considered 'tech' in nature. However, an industry-focused definition fails to capture the cross-cutting economic contributions of a functional role whose success permits the broad growth of many industries. Tech is no longer the product of a few select industries but a skill-set woven throughout the economy and embedded in tech and non-tech companies alike.

Total employment in the Orlando economy is thus not limited to tech firms. Rather, it is spread across three domains: tech jobs in tech industries, non-tech jobs in tech industries and tech jobs in non-tech industries. A web developer in a large corporate environment is no less tech-oriented than a web developer in a digital media startup.

Approximately 80,000 jobs in Orlando, or seven percent of the 1.2 million people working within the region, are enabled by, produce, or facilitate technology. That number includes 34,000 jobs outside of traditional 'tech' industries and exceeds total employment at the United States' largest single-site employer, Walt Disney World Resort. If taking a less conservative approach, including more occupations would likely see the number swell closer to 100,000.

Expect the 80,000 to also grow. Over the last decade, employment in the Orlando tech economy expanded by almost 10,000 jobs, growing at a faster rate (13 percent) than both total Orlando (12 percent) and total U.S. employment (5 percent). Those statistics



*"We are living in a technology-driven world that continues to shift, evolve, and innovate at a rapid pace. Orlando is now part of this global conversation as our technical environment and start-up culture continues to expand and grow – moving from an awkward adolescence to a key contributor in the shift to a knowledge economy."*



— Daryl Holt  
Vice President and Group COO  
Electronic Arts (EA Studios)