

# WHAT'S HAPPENING TO BRAND IDENTITY?

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Do we run the risk of diluting and over branding by basing our success too much on the money to be earned, trying to cater to everyone to make it happen and running ourselves and others ragged in the process?

Are we starting to measure our ultimate success in just dollars instead of value to others, celebrating what makes us different and learning to be more satisfied with our accomplishments and celebrating them?

We see it happening with hotel brands, car companies, food products - basically too many areas in our lives to count. There are so many variations of products it is hard to keep up with what product belongs to which brand. It even happens with us personally as we become a chameleon to suit the expectations of what other people have of us. We celebrate successes for only a nanosecond before we quickly push it aside to focus on that pinnacle of ultimate success which continues to elude us.

We need to really consider what's driving us. Is it to become our absolute best self and want that for the people we surround ourselves with or is the main driver financial gain? The latter is not sustainable and will not encourage an atmosphere where you are surrounded by people who feel fulfilled and support your vision with as much passion as you do. They will not be loyal and your team becomes a revolving door.

Should you set the bar high and is continued growth essential in every area of our lives and

our company? Absolutely! However we need to be careful not to lose who we truly are - ourselves and our product. Never lose sight of why you started your company in the first place - your true vision and passion. That is what will stand the test of time. In the end you don't want to end up becoming a diluted, unrecognizable version (of yourself or your company) where no one can differentiate you from others. People like you because of your unique characteristics and they like your brand for the same reason. We cannot be everything to everyone. Becoming like everyone else and having too many versions of your product can dilute your real value and cause you to no longer have that winning edge and differentiator that people know, love, and is loyal to in the first place.

It's working truly hard to find the balance between being flexible and innovative to accommodate the changing market or trends and being true to your company's vision and your personal passion and purpose in life.