

Building a Purposeful Brand to Support a Successful Leadership Transition

KEEPING A SUCCESSFUL BUSINESS ON COURSE

After almost 40 successful years in business, Hotchkiss Insurance was undergoing a “second generation” leadership transition. It was paramount to the leadership team to maintain the company’s “DNA” – including its reputation, relationships and the strengths already associated with the Hotchkiss brand. At the same time, the leadership team saw opportunity to attract and align its employees around a common purpose and culture, expand relationships with existing clients, grow its influence in a variety of industry verticals and increase loyalty to the company.

STARTING FROM PURPOSE

The first goal was to help incumbent and new leaders define the organization’s core Purpose (the positive impact you have on the world) as well as its Mission (how the company will deliver on its Purpose), Vision (the long-term result of delivering on its Purpose), Values (the principles necessary to infiltrate your culture with Purpose) and Behaviors (who you demonstrate yourself to be through your actions). These focus statements would then serve as a compass to guide the organization operationally, culturally and strategically.

ESTABLISH WHAT WE STAND FOR

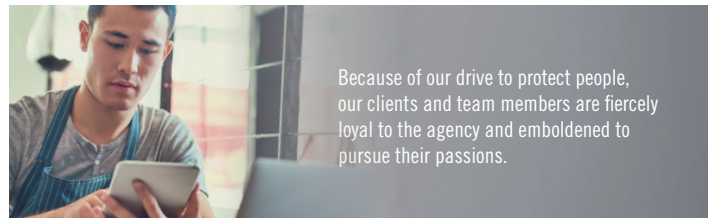
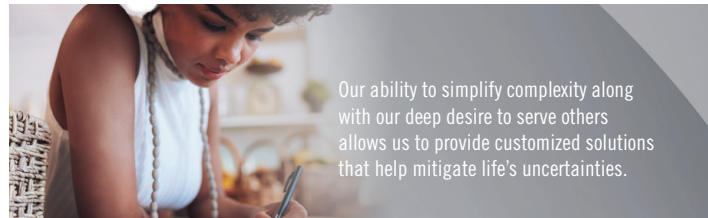
Savage’s co-creation discovery process uncovered innate aspects of Hotchkiss that are both critical and ingrained in its culture. As a collective group, including leadership and employees, we were able to identify and clearly describe what these elements were and how they enable Hotchkiss to deliver value and impact to each of its stakeholders – employees, partners, clients and community. With a series of external interviews, we were able to validate that the Hotchkiss experience aligned with the company’s Purpose – **to provide protection in a world of unknowns.**

CREATE A COGENT VISUAL EXPRESSION

Previously, Hotchkiss had no formal visual identity system outside of its logo. Its house-shaped logo had not been updated in over 35 years and no longer reflected the fact that Hotchkiss’ primary offerings were in the commercial sector. Savage created a new visual identity including a logo, typography, color palette and brand elements that brought relevancy to the breadth of the company, aligned with and conceptually expressed its clear Purpose.

CREATE A DISTINCT VOICE

Humble by nature, Hotchkiss needed to extend its messaging and credibly position itself as an insurance “powerhouse.” Savage crafted a set of dynamic and meaningful messaging statements and copy guidelines to shape all of Hotchkiss’ communications and accurately convey how Hotchkiss delivers on its Purpose. These tools gave a distinct and consistent voice to the company’s uncommonly insightful and detailed approach.



INQUISITIVE	AGILE	PASSIONATE	LOYAL
<ul style="list-style-type: none"> Always strive to make it better Ask good questions and honor others’ input Stretch and grow your mind while teaching and empowering others 	<ul style="list-style-type: none"> Strive to be nimble and flexible Jump in quickly to resolve conflict Respond promptly 	<ul style="list-style-type: none"> Dig deeper to go beyond the expected Generate contagious excitement Take pride in what you do 	<ul style="list-style-type: none"> Be forthright and own your actions Deliver on commitments Stand together

“Our executive team is in agreement that our investment in the Savage Thinking process has been one of the most fruitful investments we’ve made. You should be assured we are very pleased with the outcomes. The Purpose workshops and outcomes, our manifesto, and extraordinary new logo have defined our culture. Saying we are ‘pleased’ is an understatement.”

– Mike Hotchkiss
CEO, Hotchkiss Insurance