

BUSINESS GUIDELINE VERBAL IDENTITY

Mission Statement & Communication

BRANDING DIGITAL ASSET COMMUNICATION COMPASS



Foreword

My Guiding Principles for Crisis Management and Business Leadership

Dear Team, Esteemed Collaborators,

Ladies and Gentlemen,

In this guideline, you will gain a detailed insight into my vision, my values, and the fundamental principles of my approach.

To me, crisis management transcends mere reaction to immediate challenges. It embodies a strategic orientation that seeks not only short-term solutions but also long-term stability and values orientation.

My understanding of crisis management is based on a holistic approach that encompasses not only economic aspects but also ethical and social responsibility. I am convinced that an integral perspective is the key to sustainable solutions in an ever-changing world.

I invite you to familiarize yourself with my approach and explore how we can together shape a secure and stable future.

I am confident that this guide will help you develop a deeper understanding of my work and convictions.

Best regards,

Urs Bachofner



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The dominant Problem



The dominant Problem

The problem definition determines focus, relevance, and effective communication for finding solutions and engaging the audience.

The presence of financial risks and a limited perspective in a dynamic business environment significantly influence entrepreneurial decision-making processes and strategies, especially concerning investments and expansion.

These obstacles are reflected in a strong need for risk minimization and cost-effectiveness.

Entrepreneurs aim to effectively manage their resources and proactively avoid risks to ensure long-term stability and sustainable growth for their businesses.

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My Brand Adjectives



The essence of my message and personality

These brand adjectives are concise descriptors that are crucial in conveying my message, shaping my image, and communicating my values and personality.

collaborative
sustainable
ethical
synergistic
impactful
resilient
holistic
ethically-socially

forward-thinking
comprehensive
secure
integrated
social
intercultural
effective
future-oriented

value-driven
culturally sensitive
multidimensional
economical
agile
humane
integral
preventive

They serve as a guide for the verbal identity of my brand statement and help build consistent and engaging communication.

By consciously using these adjectives internally and externally across all brand touchpoints and interactions, my brand can clearly express its uniqueness and character.

These words are not just descriptions but also commitments to my customers and partners, as they represent the promises and standards I adhere to.

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’ My internal Positioning



My Internal Positioning

A sentence that serves as a compass and guides my message.

I offer forward-thinking, agile crisis management for future-oriented decision-makers in an ethically-synergistic and impactful environment, ensuring economic stability and securing a value-driven future.

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My Statement of Uniqueness



My Statement of Uniqueness

A sentence that distinctly defines what sets my actions apart and makes them unique.

I am the sole provider of forward-thinking, agile crisis management, firmly convinced that implementing an ethical-social corporate governance forms the basis for collaborative solution strategies and a secure competitive orientation.

In this manner, the pace for sustainable forward-thinking is accelerated, enabling economic action and shaping a value-driven future.



My Concincing Selling Proposition



My Convincing Selling Proposition

A short, prepared speech that clearly and concisely outlines my activities and services.

I enable forward-thinking decision-makers to achieve resilient security and stability in an increasingly dynamic and uncertain world.

Through my multidimensional approach and the implementation of an ethically-synergistic level, traditional layers of crisis management are evolved.

This not only focuses on economic resilience but also emphasizes the integration of ethical principles and the creation of synergistic effects.

This comprehensive approach allows for the holistic consideration of my crisis management, which encompasses not only operational aspects, business continuity, and reputation but also social responsibility.

My method provides secure navigation through geopolitical uncertainties, economic challenges, and complex international relations.

Together, we overcome challenges and establish a sustainable foundation for positive development in the future.

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My Manifesto



My Manifesto

A bold statement that clearly and powerfully communicates my vision, values, and beliefs.

For all the future-oriented decision-makers and proactive prevention pioneers who are not only seeking solutions for present challenges but also aiming to lay the groundwork for an entrepreneurially sustainable and value-oriented future, I offer forward-thinking, agile crisis management.

My services provide secure navigation, resilient competitive orientation, and social responsibility.

In my solutions, I consider not only the traditional levels of crisis management (PRE-CRISIS / Prevention, CRISIS / Reaction, POST-CRISIS / Aftercare) but also emphasize the development and implementation of an ethically-synergistic dimension.

This approach enables me to take a holistic view of my services, which includes not only operational aspects but also ethical responsibilities.

As an expert in crisis management, integrity is not just a given for me but a fundamental principle.

My cultural sensitivity enables effective collaboration in both national and international contexts. Social responsibility and a collaborative mindset form the basis of my comprehensive solutions.

This perspective is not just a skill but a conviction, and my commitment to human rights, diversity, inclusion, education, and humanitarian values actively contributes to shaping a better global community.

I don't just offer services; I provide a comprehensive partnership aimed at enabling future-oriented pioneers to grow entrepreneurially and responsibly while minimizing risks.

Together, we overcome present challenges and establish a sustainable foundation for positive development in the future.



My Vision



My Vision (long)

A concise statement that describes the long-term goals, intentions and envisioned future of my company.

My vision is to shape a new era of crisis management.

As a leading expert, I offer future-oriented decision-makers and prevention pioneers security, resilience, and stability through forward-thinking, agile crisis management in an ethically-synergistic environment.

The goal is not only to achieve economic stability but also to create a sustainable, value-oriented future.

With my holistic approach and the consistent integration of these principles, I strive to continuously rethink and improve the topic of crisis management, in order to provide dynamic solutions for dynamic problem situations.

My vision encompasses a holistic approach that goes beyond operational aspects and includes social responsibility.

My aim is not just to offer services but to foster comprehensive partnerships from person to person.

Through resource provision, intercultural expertise, and multidimensional prevention concepts, I support companies in not only successful expansion but also in acting ethically and socially responsibly.

My commitment to integrity, social responsibility, and sustainable business practices forms my clear brand core, symbolizing security and uncompromised integrity.



My Vision (short)

A concise statement that describes the long-term goals, intentions and envisioned future of my company.

My vision is to create a future-oriented, ethically-synergistic environment where I offer security, resilience, and stability through forward-thinking, agile crisis management.

My goal is not only to achieve economic stability but also to shape a sustainable, value-oriented future.

Central to this vision are holistic considerations, social responsibility, and partnerships from person to person.

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What I Do Professionally



What I Do Professionally

Problem – Need

In the dynamic business environment, entrepreneurs face a myriad of challenges, including intense competition, uncertainty, and strategic ambiguity.

Decisions are significantly influenced by concerns about employees, the long-term future of the company, and internal conflicts.

Additionally, risks associated with business expansions, potential damage to reputation, and financial burdens on the company are significant concerns.

Limited time for risk management in everyday operations and lack of knowledge about foreign cultures, laws, and local mindsets further complicate the situation.

Solution – Future

By providing resources, comprehensive research, and preparing employees for international assignments, I alleviate the pressure from the shoulders of entrepreneurs.

My expertise in intercultural sensitivity and experience in international markets and cultures enables making the right decisions and conducting a clear analysis of the current state.

Moreover, I offer effective crisis communication and multidimensional prevention concepts that not only save time and money for companies but also ensure security and stability in their daily operations.

Focusing on ethical principles and social responsibility, which I actively advocate as a crisis management expert, not only makes a positive contribution to society but also creates a clear brand core symbolizing security and uncompromised integrity.

My goal is to stand as a companion alongside people, not only in times of crisis but also during expansion, to ensure not only economic stability but also to shape a sustainable and value-oriented future.



My Brand Vision Statements



My Brand Vision Statements

A concise statement outlining my brand's long-term goals and desired direction.

- Security and stability for forward-thinking decision-makers and prevention pioneers.
- Resilient and agile crisis management in an ethically-synergistic environment.
- Promotion of a sustainable, value-oriented future.
- Evolution of crisis management through comprehensive perspectives and integration of principles.
- Holistic approach with a focus on social responsibility.
- Building comprehensive partnerships, not just providing services.
- Supporting companies in ethical and socially responsible expansion.
- Clear brand identity through commitment to integrity, social responsibility, and sustainable business practices.



My Tagline



My Tagline

A memorable statement that conveys my core message and values.



**SUSTAINABLY PROTECT,
INTELLIGENTLY EXPAND
- GROWING TOGETHER**

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My Unique Selling Points



My Unique Selling Points

The combination of expertise and individual customer needs.

For me, uniqueness means not only relying on material advantages and scalable features but also recognizing and fulfilling the individual needs of my customers on a more personal level.

By consciously linking professional expertise with personal concerns, I am able to offer tailor-made services that are precisely tailored to the specific requirements of my clients.

My primary goal is to define my unique selling points in a way that produces solutions that generate sustainable benefits and real impact for my customers.

Forward-thinking Agile Crisis Management:

Urs Bachofner offers a unique forward-thinking, agile crisis management approach based on ethically-synergistic principles, ensuring security and stability for future-oriented decision-makers in an uncertain environment.

Holistic Perspective and Ethical Integration:

Through a multidimensional approach and the integration of ethical principles, Urs Bachofner's service stands out by focusing not only on economic resilience but also on social responsibility and collaborative solutions.

Partnership Support for a Sustainable Future:

Urs Bachofner doesn't just offer crisis management services but fosters comprehensive partnerships aimed at enabling companies to navigate challenges securely, building a sustainable and value-oriented future together.



**BACHOFNER
CRISIS
ALLIANCE®**



BRAND
BUILDING
BUNDLE

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