

SESSION II

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REFRESHMENT / CORE FOCUS



Good News

What we can achieve today

- Sense of belonging to our core values
- Introduction to core focus
- The why
- Examples
- Applicable example
- Comparisons
- The Creation
- Points for the next session



CORE VALUES

The Core Values define the company culture and ensure that all actions are aligned with this purpose.



Pick your best 2

combination of my ethics and the company

Tell me Why

Why is it important to you?

Let's combine the concepts

A meaningful value

How they should look

What do I use in my daily basics and marketing

● APPLE:

Core Focus: Create innovative products that improve people's lives.

Core Values: Simplicity, design, innovation and user experience.

Why it works: Apple has built a premium and loyal brand by focusing on offering high-quality products and elegant design, always seeking to innovate and improve the user experience.

● TESLA:

Core Focus: Accelerate the transition to a sustainable energy future through electric vehicles.

Core Values: Sustainability, innovation, performance and disruption.

Why it works: Tesla has revolutionized the automotive industry by creating high-performance electric vehicles and building a fast-charging network, positioning itself as a leader in the clean energy transition.

● NIKE:

Core Focus: Inspiring athletes around the world to reach their full potential.

Core Values: Innovation, passion, teamwork and excellence.

Why it works: Nike has managed to connect emotionally with its consumers by partnering with elite athletes and promoting an active and healthy lifestyle.

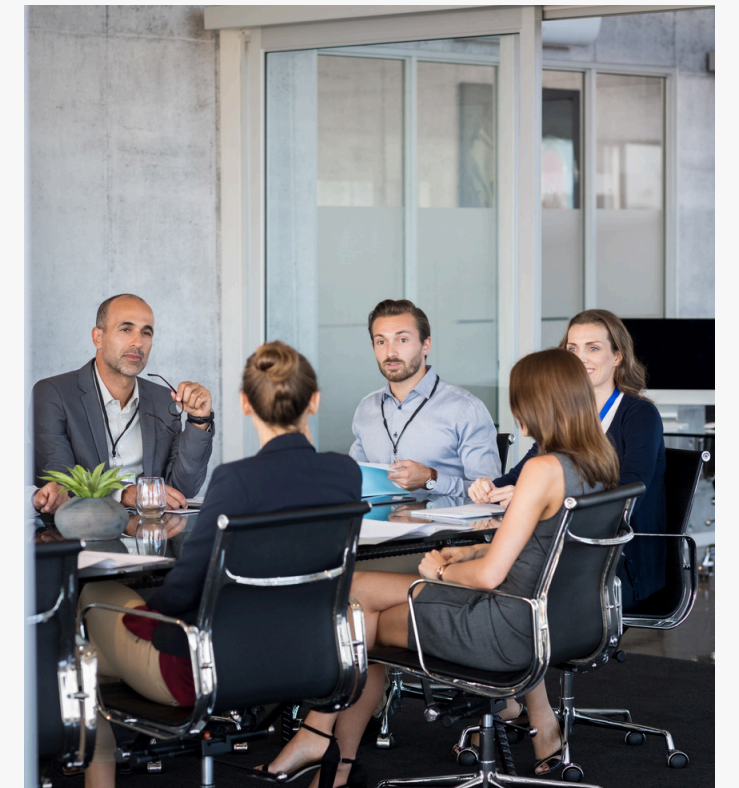
CORE FOCUS

It refers to the fundamental mission and main purpose of Immiland. It is, in essence, what makes a company unique, special and different from its competitors.



- **Here I ask you the question, in something very concise, what is the main mission and focus of Immiland?**

- **Key point: Prioritize**



HOW WE BUILD OUR CORE FOCUS ?

Answer these questions

- What is our reason for being?
- What market needs are we satisfying?
- What differentiates us from the competition?
- What are our core values?

The Core Focus should be:

- Concise: Easy to understand and remember.
- Inspirational: Able to motivate and enthuse employees.
- Relevant: Relevant to the market and customers.
- Durable: Stable and resistant to the passage of time.

CORE FOCUS & CORE VALUES

Both terms are closely related to the identity and direction of a company, they have different nuances:



core values
It is the "why" of the company.

core focus
It focuses on "how" the company operates.



Note: Core Focus defines what a company does, while Core Values define how it does it. Core Focus is more external, oriented to the market and customers, while Core Values are more internal, focused on the culture and identity of the company.

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- **Clarity and coherence:** Every company has a clear purpose and a set of values that guide all its actions, from product development to customer interactions.
- **Differentiation:** Core Focus allow these companies to stand out in a competitive market and build a unique brand identity.
- **Customer loyalty:** Customers are attracted to brands that share their values and offer products and services that meet their needs.

In summary, having a well-defined Core Focus and Core Values is essential to building a solid and lasting brand. These elements provide clear direction, inspire employees, and connect with customers on a deeper level. Like the companies mentioned above, any organization can benefit from effectively defining and communicating its purpose and core values.

“**HOMEWORK**”

| THE |
The Hospitality Economy

THANK YOU!

| **THE** |

The Hospitality Economy