

The truth behind the name

When The Building Intelligence Group re-branded a year ago, it was much more than a name change and a new and distinctive look – it was the identification of a strategic intent that unifies the staff and everything they do, and that has consolidated their market position as project managers with a difference.

In a previous life, The Building Intelligence Group was project management firm Promanco Kenman. Co-founder and managing director David Mann says that after 17 years in business, the time was right to look to the company's core to define its "DNA" with which to grow the company into the future.

The building blocks of that DNA are a set of values that can't be seen mounted to the wall in either of The Building Intelligence Group's Auckland and Wellington offices, but which are well and truly alive within the organisation, something that Mann says has been achieved through a robust process.

"Before embarking on the re-brand, we really did our homework to make sure that what we were about to do was going to work. It was risky, but we took that risk based on a really good understanding of what drove us, what made us different, and where we could go," Mann says.

It was quickly apparent that the re-brand would involve a name change, as the old name no longer reflected what the company did. The new name came easily, Mann says.

"We wanted to describe how we work with clients and how they come to us with a vision of what they want to achieve."

A priority throughout the re-branding process has been the involvement of staff, clients and industry consultants to seek their feedback and

incorporate their ideas, and recognition that it is a continual work in progress, he says.


"What we are attempting to do is to make sure we consistently deliver on our values time and time again, right across the board – our aim is that, no matter where you touch our brand, the experience will be consistent and aligned with our values. We've been fortunate to have a team whose personal values are aligned with the company's, and in recruiting new staff since the re-brand, we've been able to make a conscious alignment of those values."

In the short space of time since becoming The Building Intelligence Group, the company has seen tangible results that have affected the bottom line. Mann attributes much of this success to the truth behind the name change.

"Brand is about reputation, and reputation is based largely on what you actually do, rather than what you say. Our single focus is to deliver on the client's vision, which is quite different from typical project management. That's our key point of difference – it's what sets us apart; we are Vision Formers*."

Staff members also readily praise each other when behaviours and attitudes are on brand. At a recent staff conference, a set of peer awards saw staff nominate each other for recognition of such things as being an outstanding team player, enthusiasm for what they do, reliability, positive

attitude, leadership, motivational qualities and sense of fun.

It is these behaviours and attitudes, Mann says, that have helped build the brand's reputation, and that have truly enabled The Building Intelligence Group to deliver on its promise and add value for clients. 

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David Mann - sporting a moustache for Movember, raising awareness about prostate cancer

THE BUILDING INTELLIGENCE GROUP

