



Dimensional Duty and Prismatic Persuasion

By Tom Van Wie

In the world of media and entertainment branding and within the mind of marketers there is a time-honored phrase, "if you try to be everything to everybody, you end up being nothing to nobody." For many years and generations this closely held philosophy has honed our focus and enabled marketers to keep messaging and intentions clear, specific, and of service to those with whom we wish to reach.

But, without question, and in every way imaginable, the world is changing. And in no area of business or the modern economy is that change more deeply witnessed or felt than by those in the field of human resources.

You may recall a time when there was more or less a standard way of doing business, enacting company priorities, and even speaking with others within the professional sphere. So why NOW does it seem as though that standard has evaporated or morphed?

The rules are there, they are clear and specific but somehow accompanied with an intuitive feeling of uncertainty at times. Could it be that one standard simply CANNOT be anything to anybody? And if that's the case, how does one set expectations and achieve goals with clear intention?

And THIS is where science meets magic!

In entertainment brand development and marketing deployment, we are beginning to embrace a new philosophy. It is called Brand Dimensioning. The genesis of this idea stems from the fact that we are at a unique time in human history with more masters to meet than we have digits on our hands to count! Three powerful age groups and psychographics

- Boomers, Gen Xers, Millennials - all with uniquely different perspectives, interests, and ways of interacting with the world.

A multitude of technology options and behaviors that are almost customized to every individual walking the planet. And, most importantly, the continuing evolution of embracing a multicultural world; a world where cultural heritage is honored and the conveniences of modern living unite us all. The idea of Dimensioning challenges us to communicate ONE promise in a prismatic way in order to reach these different audiences with communication that is relevant and resonates with them.

It's my theory that the success or failure of a brand begins within its own four walls. Brands do not create themselves. They are hypothesized, theorized, formulated and built by the passion and purpose of the people who walk through the doors and step off of the elevator every day. And if that idea holds true, then HR professionals play a vital role in the constructing of brands and businesses.

So how do HR professionals, faced with the same diverse challenges, respond? What is the best way to proceed if the "law of the land" and "one size fits all" modus operandi have been rendered ineffective? The answer is the same - it just requires a brief pause and a dimensional shift!

An important thing to consider here is that, in actuality, principles don't change. It is the process of communication that needs to evolve. Take a moment to pause and recommit to your brand's mission, purpose, and priorities. Then, with absolute clarity, assess and determine your responsibility as it pertains to disseminating this information. This information, the "what" of the equation, is a constant variable. Yes, it may evolve over time, but that change is gradual and can largely be planned accordingly and with anticipation. It is the "how" that lends itself to new approaches and points of view.

Here are just a few of the Dimensioning filters that, as HR professionals, you may want to seriously consider and contemplate as part of your efforts. Every situation is unique so a little conscientious reflection may be required for every task:

1. What are the generational influences and norms of the people with whom I'm speaking or working? Boomers, Gen Xers, and Millennials engage with the world in very different ways. It's a worthwhile exercise to research these different generations. Their perspectives (and expectations) are unique as it relates to working with others and how they see themselves in the world and workplace.

2. What department do they work in? It's safe to say that, added to the above filter, a finance coordinator will respond to information presented in a much different way than that of someone working in the digital media department. Their career passion points provide YOU with useful information for effective communication. More specifically, consider the environmental ecosystem of that department within your organization.

3. What is his or her personal story? (There's no way around this one in the modern world.) Even understanding and adhering to rules is going to be a personal experience that varies from individual to individual. It may be a good idea to understand their interpretation and gain insights into WHY and WHAT INFLUENCES have inspired them to perceive certain things in the way that they do.

Will this approach work every time? Most likely not. It's an evolving world but not a perfect one. But I can say with confidence that adapting your communication style to be one that is tailored to "personal performance" will, over time and with some dedication and nurturing, cultivate a "performance culture."

ABOUT:

Tom Van Wie is a bona fide brand passionate with almost 20 years experience in entertainment marketing. He currently provides consultation and coaching services to clients in the media, entertainment, and corporate culture industries. Click [here](#) for credentials and more information on services.

