POLARITY MAP TEMPLATE

Advocacy (x) acceptance
Customisation (x) Standardisation
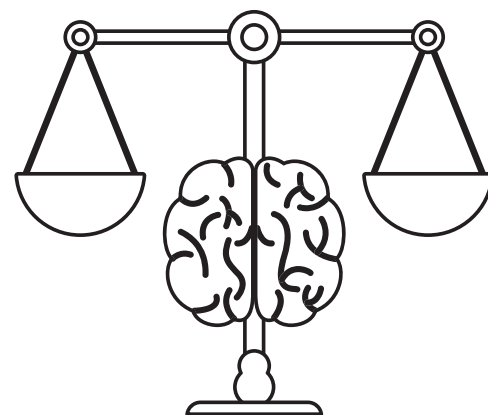
"To build a collaborative content repository that ensures consistent branding of XXX across regions, balancing individual contributions with the ability to adapt and support one unified identity."

L+ **What are the main advantages of ...**

1. Preserves Essential Standards and values
2. Encourages Thoughtful Content Review
3. Reflects Commitment to Quality and Integrity
4. Builds Confidence and Clarity
5. Strengthens Accountability
6. Focused on the essential

R+ **What are the main advantages of ...**

1. Standardised content
2. Encourages Collaboration and Unity
3. Promotes Adaptability and Flexibility
4. Strengthens Team Relationships
5. Reduces Conflict
6. Broadens Perspectives

ADOCACY : HOLDING YOUR GROUND

ACCEPTANCE: GOING ALONG WITH OTHERS

What are the main disadvantages of ...

1. Resistance to Compromise
2. Risk of Personal Bias
3. Frustration Among Team Members.
4. Inefficient Decision-Making
5. Potential for Fragmented Content
6. Risk of conflict

L-

What are the main disadvantages of ...

1. Dilution of Brand Standards
2. Loss of Personal Investment
3. Risk of Subpar Content
4. Potential for Groupthink
5. Inconsistent Brand Identity
6. Lack of buy-in for future use

R-

"The fear of either creating a rigid repository that stifles individual contributions or ending up with a fragmented system that lacks a cohesive brand identity."

L+

1.Encourage each participant to identify and advocate for the "non-negotiable" aspects of content they believe are essential to the brand.

2.Establish guidelines for respectful pushback, where individuals can confidently present their views without creating undue tension.

3.Encourage individuals to clearly state their regional needs and rationale when advocating for specific content

4.Provide structured opportunities for team members to present and defend their perspectives without interruption (Consent Based Decision Making)

R+

ADVOCACY : HOLDING YOUR GROUND

1.Individuals are becoming overly assertive or defensive, leading to confrontational debates, prolonged discussions, or reluctance to consider alternative views.

L-

R-

EARLY WARNINGS

L+

R+

1. Institute "rounds" of feedback where individuals express agreement or minor concerns before voicing strong objections.

2. Encourage participants to practice reflective listening, summarizing others' perspectives before responding.

3. See if this is a notion, nuance, wording, image, content, etc. that you can live with and support or whether it definitely would impact the customer or the business in some way.

4. Practice the consent-based decision making for any topics strongly felt so that it can be put into perspective whether this is a critical objection or a personal preference.

ACCEPTANCE : GOING ALONG WITH OTHERS

1. There is a lack of strong opinions or ideas being put forward, with some individuals disengaging or displaying frustration, indicating that they feel unheard or undervalued.

L-

R-

EARLY WARNINGS

"To build a collaborative content repository that ensures consistent branding for XXX across regions, balancing individual contributions with the ability to adapt and support one unified identity."

L+ What are the main advantages of ...

1. Enhances Local Relevance
2. Increases Engagement and Resonance
3. Encourages Flexibility and Responsiveness
4. Empowers Local Teams
5. Promotes Creativity and Innovation

R+ What are the main advantages of ...

1. Consistent Brand Image
2. Efficient Use of Resources
3. Streamlined Content Management
4. Strengthens Core Brand Values
5. Facilitates Faster Decision-Making

CUSTOMISATION

STANDARDISATION

What are the main disadvantages of ...

1. Inconsistency in Brand Identity
2. Dilution of Core Brand Values
3. Resource Intensiveness
4. Complexity in Management
5. Risk of Fragmented Experience

What are the main disadvantages of ...

1. Lack of Local Relevance
2. Reduced Engagement and Responsiveness
3. Limits Flexibility and Innovation
4. Potential for Disengagement
5. Missed Opportunities for Localization

L-

R-

"The fear of either creating a rigid repository that stifles individual contributions or ending up with a fragmented system that lacks a cohesive brand identity."

L+

1. Identify what can be modified and what is cast in stone in corporate guidelines to avoid time spent on discussing things that cannot be changed.

2. Encourage local teams to identify specific cultural elements or trends that require adaptation and provide a framework for proposing custom content.

3. Allow for a certain percentage of content to be customized, with guidelines on how to align it with global brand values.

R+

CUSTOMISATION

1. Signs that content is diverging too much across regions, resulting in a lack of global brand cohesion, or when managing multiple variations becomes too resource-intensive.

L-

R-

EARLY WARNINGS

L+

1. Develop clear brand guidelines that outline the non-negotiable elements of XXX's brand identity to ensure uniformity.
2. Create standardized templates for content that can be localized within specific parameters, preserving both consistency and flexibility.
3. Ensure that all special needs have been captured and addressed.

R+

STANDARDISATION

1. Feedback from members representing regional teams that content feels disconnected from local audiences, or indications that audience engagement is dropping due to a lack of relevance.

L-

R-

EARLY WARNINGS