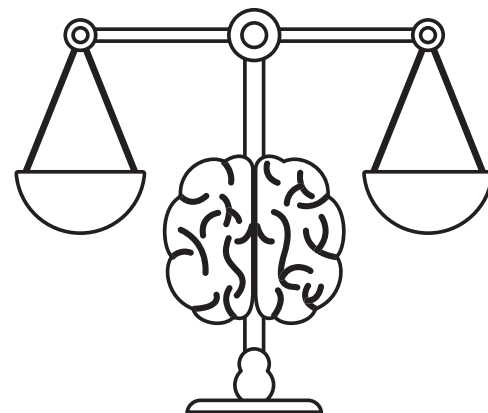


# POLARITY MAP TEMPLATE

Advocacy (x) acceptance  
Customisation (x) Standardisation



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"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."



"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."

## ACTION STEPS

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-

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## ACTION STEPS

L+

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.

R+

## 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-

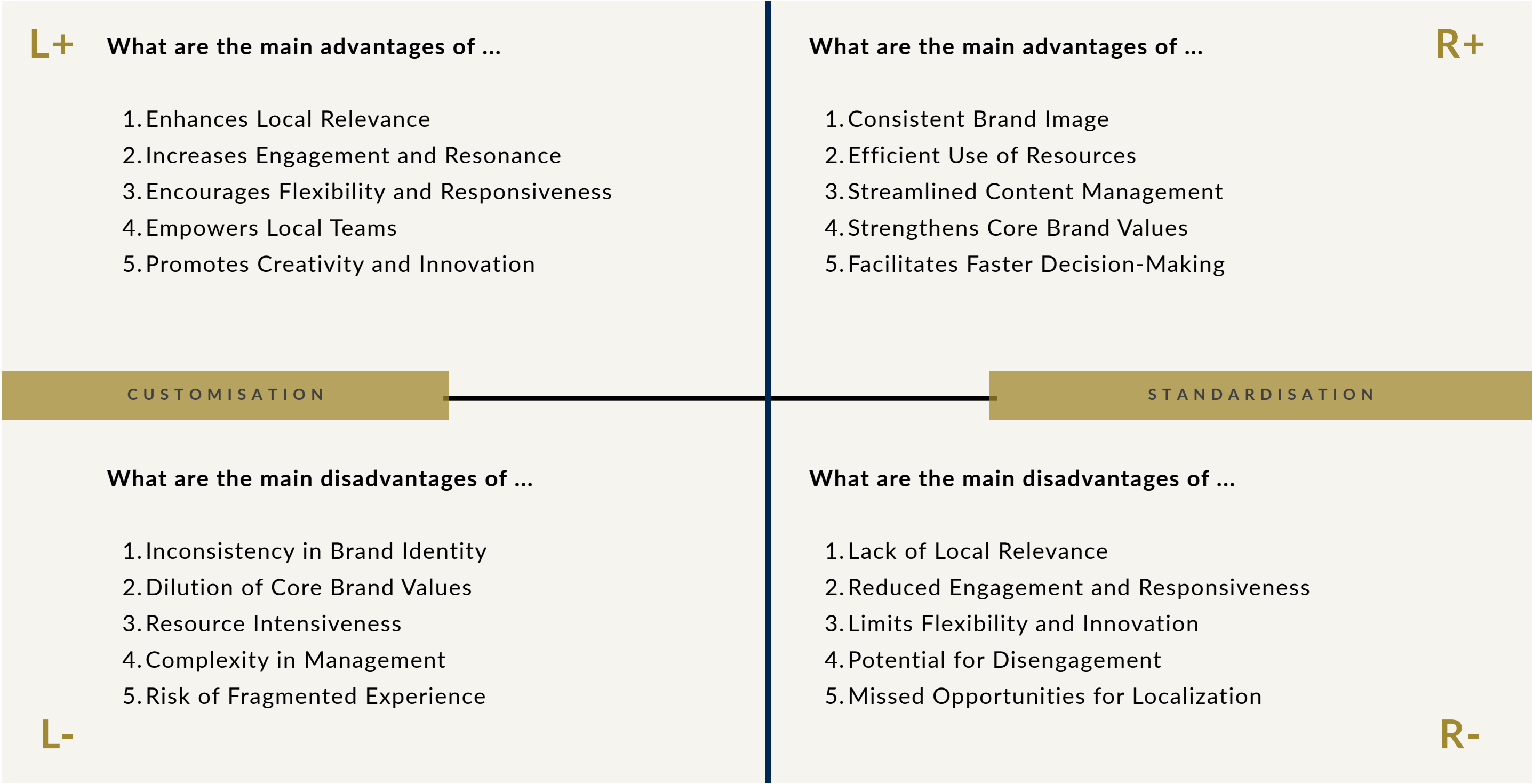
R-

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## ACTION STEPS

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-

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## ACTION STEPS

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-

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