

[00:00:01.660] - Aileen Day

Welcome to the Value Driven Brand Podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value and create a memorable experience across your entire customer journey, helping your business become a sought after leader in your industry. I'm your host, Aileen Day. Now on to the show.

[00:00:29.840] - Aileen Day

G'day everybody and welcome back to another episode of the Value Driven Brand Podcast. I am your host, Aileen Day, and today I am joined with another amazing and such a knowledge wealth of knowledge and an international guest this time, please join me in welcoming Terry McDougall, author of the most fantastic and can I just say I'm gonna I'm going to go into this in a minute, but the book is called The Winning the Game of Work, Career Happiness and Success on Your Own Terms.

[00:01:09.240] - Aileen Day

And I recently found out that it has been what's the word? What's the word I'm looking for? Terry reviewed. It's been reviewed.

[00:01:21.920] - Terry Boyle McDougall

Oh, yes.

[00:01:23.200] - Aileen Day

It's been reviewed by a woman who I have followed for many, many years in my career, Dr. Lois Frankel and such a number of absolutely phenomenal names. So congratulations to you on what is a brilliant book and so many people are frothing at it. I don't know if that's a term that you use in America.

[00:01:45.620] - Terry Boyle McDougall

Yeah we use that term.

[00:01:49.380] - Aileen Day

That's a good thing. It's a good thing.

[00:01:51.120] - Terry Boyle McDougall

Yes.

[00:01:51.120] - Aileen Day

I hope that. I hope the translation is the same. For those of you who might not have heard of who Terry McDougall is. She is an executive and career coach and CEO of Terry McDougall Coaching. She helps high achieving professionals remove obstacles that keep them stuck so that they can enjoy more success and satisfaction. That's what we're all about in their lives and careers. Before becoming coach, Terry was a longtime corporate marketing executive where she led teams, develop strategies and advised senior leaders to drive business results.

[00:02:27.010] - Aileen Day

And as I mentioned before, she is the author of Winning the Game of Work, Career Happiness and Success On Your Own Terms. That feels right up my alley. And she also is the host of her own marketing podcast called Marketing Mumbo, and we are joined, we are so blessed to have you join us today hashtag blessed. Thank you so much for joining us, Terry. How are you? I'd say today, but this evening.

[00:02:56.020] - Terry Boyle McDougall

It's yesterday.

[00:02:57.030] - Aileen Day

It's yesterday

[00:02:57.030] - Aileen Day

We are time warping. How are you over in Chicago? How's life in Chicago?

[00:03:05.530] - Terry Boyle McDougall

It's really fine. It's a great time of year and things are going well with me and my family, and I am thrilled to be here to talk to you about a value driven brand. I got my alley.

[00:03:18.450] - Aileen Day

I love it, see. I love this. I love this connection in alignment even across the world. Now tell me I'm always fascinated to learn how it is that people get where they are today. So how is it that you went from leading and running, you know, executive teams down over there, not down, up over there, in Chicago, to walking away and going you know what, I'm going to be an author. I'm going to write a book. I'm going to coach people and I'm going to become BFFs with Lois Frankel? How does that happen?

[00:03:52.480] - Aileen Day

I want to know, let me live vicariously through you.

[00:03:58.530] - Terry Boyle McDougall

You know, actually, it's funny. I've answered this question so many times that the more I tell it, the more I realised that it goes back further than what I initially thought. When I first got out of College. Well, first of all, I come from a blue collar background. I'm the first person in my family to go to College. And yes, so, you know. But I set my sights on getting a job in the corporate world. But when I got out of College, my boyfriend's mom had done a little career counselling, and she gave me a book called What Colour Is Your Parachute?

[00:04:35.400] - Terry Boyle McDougall

And she advised me not to apply or interview for jobs until I read this book and did all the exercises in it. And 'What Colour Is Your Parachute' is a career book that was written by the first issue came out in 1970, and they updated every year since then. But it helped me understand what I like to do and what I was good at. And then basically you start with yourself and then you look out into the marketplace and you say, well, if this is what I'm good at and this is what I like to do, where can I find some place it's going to pay me to do that.

[00:05:11.440] - Terry Boyle McDougall

And so it really shifted my mindset from the right at the beginning of my career to realise that that actually is a really important key to being successful and happy in your career. And I'm so grateful to Daphne Hubbard, my boyfriend, my old boyfriend's mom, who gave me that book. But anyway, I mean, I ended up getting a job in a publishing company, working in the ad sales department, supporting all the sales people. That helped me learn about advertising and marketing and just started me on the path to a marketing career.

[00:05:46.540] - Terry Boyle McDougall

When I was in my late twenties, I went back and got an MBA with a marketing concentration and then shortly after got married right after, and shortly after that ended up getting a job in marketing with a large National Bank here in the US. And I did that for nine and a half years. I mean, it's funny because before I started working in a Bank, I thought that it was probably going to be super boring. And that's why I was never attracted to it. But I think once I got married and I was like, well, I want to get paid well so we can buy a house and have kids and all this kind of stuff.

[00:06:20.600] - Terry Boyle McDougall

I was more open to it. And once I got into bank marketing, I was like, wow, this is really interesting. And there's so much more to it than what you see from the outside. And I was mostly working in B2B marketing. I did that for nine and a half years. And then I got recruited. I was in North Carolina. I got recruited by a bank here in Chicago. And, I made that move in the early 2000s to come here. I came in to head marketing for one of the businesses.

[00:06:48.860] - Terry Boyle McDougall

I stayed there for twelve years. I had four different jobs. While I was there, I moved around and I brand marketing for three different businesses. And I actually I did, headed the event marketing team for the whole company for a year. In the twelve years that I was in that company, I'd say ten of the years were fantastic.

[00:07:17.640] - Aileen Day

And that's a pretty good innings. And you do, what do you call it? Baseball? They use innings, don't they?

[00:07:23.940] - Terry Boyle McDougall

Yes they do. Exactly. But what happened was that the last job that I had. I did not apply for it. I actually didn't want it. But my boss was like, I want you in this role and, you know, sometimes you just got to do what your boss tells you. And I never thought it was. I didn't think it was going to be a good fit. That's why I didn't want the job. And it wasn't actually a very good fit. And I just felt like I was sort of struggling, not just because, I mean, for a number of reasons.

[00:08:03.070] - Terry Boyle McDougall

A lot of the reasons had to do with how the company was structured and where they had us in marketing. And there were a lot of mismatches within the organisation of why it was making it really difficult to do this job. And it just got me thinking, I don't really like what I'm doing. I was looking around and I was like, I didn't really see any opportunities. The company I worked for was actually foreign owned. And so there was sort of like a ceiling for roles in the US.

[00:08:32.580] - Terry Boyle McDougall

And I just didn't see anything that I thought was interesting in the company for me to move on that have been for twelve years that have been kind of my M-O, like, OK, maybe there's something different that I can learn something new. But I actually interviewed for some jobs, next level jobs for other companies. But the funny thing is that I started realising that I wasn't super excited about, even though these were, quote, unquote good jobs. I didn't leave it feeling excited. And that just got me thinking, like, maybe I've kind of outgrown this.

[00:09:09.880] - Terry Boyle McDougall

Maybe there's something that I should be doing differently. And it got me thinking about going back to what how I started my career. What do you like to do? And what are you good at? I actually even started looking at myself and saying, what is it about marketing that I like. I mean, I like the creativity. I like the intellectual challenge of understanding the complex businesses that I supported. But the thing that I liked best about it was sitting down across the table from business leaders, understanding their problems and coming up with solutions to help them address the business problems.

[00:09:48.490] - Terry Boyle McDougall

So it was really that consulting and helping aspects, that's actually what coaches do. I actually had hired coaches a couple of times in my career and also as a marketing leader, I had always invested a lot of time and energy and coaching and mentoring people on my team and then also people that were just in the greater marketing department. I just thought it made a lot of sense to invest in that. It was good for the people because they felt more confident they were growing.

[00:10:22.260] - Terry Boyle McDougall

It's great for the company. And it was great for me. And you have really great smart people working for you that are doing great work and my job easier. I guess it's slowly dawned on me and I met somebody in networking who actually had been a PR professional, and her story sounded a lot like mine, like she sort of felt like she had sort of outgrown what she was doing and she decided to go and get a coaching certification, and she introduced me to the school that she went to, and I checked it out and I thought. I think I want to do that.

[00:10:58.020] - Terry Boyle McDougall

And yeah, initially I really thought that it was just going to be sort of a sabbatical. I asked left my job, and I just thought, okay, I'll just sort of detox from the last couple of years of not being happy. I'll

figure out what I want to do next. I'll get this coaching certification and then I'll probably just get another job and just do this on the side. And then maybe when I get closer to retirement, I'd do it full time. But just going through the programme and being around other people who either already had their own businesses or we're going to start their own business.

[00:11:30.820] - Terry Boyle McDougall

I say that that entrepreneurial spirit is contagious. I was already, I kind of started having this momentum and I thought, what the heck? I'm I'm just going to start my own business and see how it goes and you know, here I am. It's more than four years later, and I'm still out here doing it. And I love it. And I just feel like all the hustle and seeds that I planted along the way are blossoming for me now. And, plus, I love what I do. I absolutely love it.

[00:12:03.890] - Terry Boyle McDougall

It's just so wonderful to help people step fully into their potential. And really, like I said, expand that overlap between their success and their happiness because there are a lot of folks out there who are, quote unquote successful. They've got the title, they're making the money. But, man, are they stressed out?

[00:12:23.890] - Aileen Day

Are they miserable?

[00:12:26.160] - Terry Boyle McDougall

Or Anxious? Yeah. And you shouldn't have to sacrifice that much to make money or get the title or whatever. You should have enough space in your life to invest your time and talent in doing great work, but also have enough head space and heart space and time to enjoy yourself.

[00:12:49.020] - Aileen Day

Absolutely. A lot of what I work on is creating what I call the value driven brand. So that the offshoot of a value driven brand is a value driven life. If you have components to create a value driven brand, then it's naturally those components flow into the way you live as well. So hopefully less heart attacks, less people dying of stress and misery.

[00:13:18.010] - Terry Boyle McDougall

Absolutely, really what's the point? What's the point? And I mean, a lot of times we'll start off coaching engagements with having people do it a values assessment to really see, like, am I living up to the things that I say I value in my life or where if there are conflicts between achievement and spending time with family, just being a lot more intentional about the trade offs that you decide to make in your life. And it's something that's important to do in business as well. It's not all about, you know, profit at any cost.

[00:13:56.120] - Aileen Day

It is, it is exactly right and if it is, you're probably not doing business right. Well, you're not doing life right.

[00:14:02.060] - Terry Boyle McDougall

You're not gonna last. And that's gonna last, right? It might work for a while. But, I mean, this is we're getting at the heart of what brand is all about. It's really a promise. Yeah.

[00:14:12.440] - Aileen Day

Yeah. Exactly right. So speaking of brand, this is the Value Driven Brand Podcast. And I know for a fact that you have some really amazing insights in how business owners and leaders, entrepreneurs can go and create that value driven brand for themselves. And the first one that we're going to talk about is around brands being unique. And it is such, even just yesterday I did my quarterly planning for the coming quarter, and I literally I don't have it with me. But I literally wrote in my planning book, how do you create uniqueness when everybody claims to be an expert?

[00:14:58.410] - Aileen Day

When everybody claims to be the solution, how do you do that tactically? How do you do that in real life, be unique?

[00:15:09.520] - Terry Boyle McDougall

Well, I mean, I think if you don't want to be a commodity, a commodity is something that's sold based on price. If you don't want to be a commodity, you have to differentiate your offering. People have to be willing to pay a premium for it. So that means that you've got to think about what is my unique selling proposition. And I think that the way that you do this is by really understanding the needs of the marketplace. You maybe looking at things differently and understanding what are the pain points that my target audience is feeling?

[00:15:51.940] - Terry Boyle McDougall

How can I potentially address their needs in a way that's different than the way that my competitors are doing it? And I like to there's certain brands that I kind of hold up that I think revolutionised this whole idea of being unique and are doing really well.

[00:16:15.130] - Terry Boyle McDougall

I think Zappos, I don't know if you guys have Zappos.

[00:16:17.590] - Aileen Day

We don't have them. But we know all about them.

[00:16:20.580] - Terry Boyle McDougall

Zappos is a great one that you can order shoes, and you it's free shipping both ways, and you're not going to get them on sale in the way that you might at the discount store. But the convenience of it. They understood why people don't want to order shoes through the mail or online because it's a pain. It's a pain what if they don't fit, if you have to return them, it's a pain.

[00:16:51.520] - Terry Boyle McDougall

But they understood that. And they differentiated themselves by removing that obstacle. And so people are willing to pay a little bit more than going to your local shoe store that might not have the selection. They've got the best of both worlds. They've got a tremendous selection. And you don't even have to leave your house to buy the shoes. If you actually what I would do is order. I live here in Chicago, and so I used to have to commute into the city. And you have to have really good snow boots, because when you're outside all the time, your feet get cold.

[00:17:32.400] - Terry Boyle McDougall

But when I needed new boots, I would order, like, six or seven or eight pairs and different sizes, different styles and just try them on at home and then pick one and return the rest of them. That was so easy. It's so easy. And they understood that, I think obviously, Apple is one that people talk about a lot. But Steve Jobs kind of, I mean, there were MP3 players before the iPod, right? I knew of them. My kids would go to, like, a birthday party or somebody would come and they'd get one.

[00:18:07.290] - Terry Boyle McDougall

But you couldn't figure out how to make them work, right? And they stepped back and said, What's the pain point here that most people find it too difficult to understand how to use these things, right? And they were like, what do people want? Well, they want a thousand songs in their pocket, and they want it to be easy. So they looked at the whole process, and that's what they became known for is is like, that human centred design. And we know how maniacal, maniacally loyal Apple users can be, right?

[00:18:46.740] - Terry Boyle McDougall

I wouldn't consider any other phone. I don't care. I just got a new phone and it was a \$1,000, you know, I don't care.

[00:18:53.060] - Aileen Day

Only a thousand dollars?

[00:18:55.300] - Terry Boyle McDougall  
Well, it might have been a little bit more than that.

[00:18:58.320] - Aileen Day  
But that's US.

[00:19:00.600] - Terry Boyle McDougall  
Yeah

[00:19:00.870] - Aileen Day  
Here in Australia, we like to pump up the price a little bit. Yeah.

[00:19:04.900] - Terry Boyle McDougall  
Yeah, yeah. Yeah.

[00:19:05.660] - Aileen Day  
That thousand dollars would be much closer to 2000 in Australia. Yeah. And add a few taxes and fees on to there and, but, that's the point, people still buy it.

[00:19:23.140] - Terry Boyle McDougall  
Don't even think about it.

[00:19:24.630] - Aileen Day  
They don't even think about it. Yeah. Just had to replace my laptop, not long ago. And my old trusty laptop of nine years. Thank you for serving me.

[00:19:35.870] - Terry Boyle McDougall  
Wow.

[00:19:37.760] - Aileen Day  
And everybody was like, oh, you need a Mac, you edit videos, you create content, you need a Mac. You can't live without a Mac. Get a Mac. I'm like, I have not one single Apple device in this household. No, no, it doesn't matter. Get a Mac. And I'm like I refuse, I refuse to get a Mac. So I actually actually got a custom made laptop for probably half the price of a Mac.

[00:20:04.990] - Terry Boyle McDougall  
Yes. You know, I will say, like, my first computer that I bought was a Mac, because this is like 25 years ago because I was doing graphic design. And at the time that back then, the software did not, you know, you had to have either Mac software, and they actually made a lot more software for the Mac for graphic design. So I had a Mac, and then a few years later went on a new computer. The price differential was such that. And then plus, I had IBM at work.

[00:20:37.640] - Terry Boyle McDougall  
And so I got it just a PC. And I had PCs for a long time, because every time I'd get a new computer, I'd look and I'd be like, oh, man, those Macs are so expensive. I don't know if I wanted to spend the money, but my husband, had a photography business and he used a Mac, and he was like, you should just do it, just do it. And so the last time that I got a computer to a Mac, but I'm so happy that I did, I forgot what I was missing.

[00:21:06.520] - Terry Boyle McDougall  
My phone and my computer and my AirPods, like, everything works together perfectly. They just understand that's how they differentiate. That's how they're unique is that they're thinking holistically, and it's a cult. It's a cult.

[00:21:22.640] - Aileen Day  
It is a cult. But that's because they've done it so well. And you mentioned before is that human centred design. So for people who might not know what that means and they're kind of going, okay,

well, it's great that Apple and Zappos, they figured out the pain points. What are maybe a couple of points around, you know, getting out there and figuring those pain points out for myself, how do I do that? Like, what are a couple of things I could do that are easy to just make happen, no excuses.

[00:21:57.320] - Terry Boyle McDougall

Yes, I think go out and talk to people that you would like to serve. I mean, first of all, talk to your best customers and say, what is it that you love about working with me or my company? What could we do better? Then you do a little research and it doesn't have to be. You don't have to hire a research company. You can actually go on LinkedIn or depending on what kind of business you have, you can reach out to people. You can do a survey monkey and send it out to people and ask, ask them.

[00:22:34.020] - Terry Boyle McDougall

You can maybe even and incent people to do the survey by saying that. Okay. We're going to do a giveaway or you get to sample our work if you do the survey. But just getting curious about what it is that people need that you could provide and thinking a little outside the box to not like, how do we how do I do a "MeToo" type thing? What you want to do is if everybody's zigging you want to zag so that you're differentiated, right? What makes you unique?

[00:23:12.160] - Aileen Day

Yeah. Absolutely. I've always said keeping up with the Jones' is just how in business we make sure that we're never seen to be different. And everyone that says all this is best best practise. Who is better than best?

[00:23:31.740] - Terry Boyle McDougall

Yeah. Exactly.

[00:23:32.890] - Aileen Day

If you know what best practise is then do it better than best.

[00:23:36.280] - Terry Boyle McDougall

Well, I think that one of the things that's super interesting. And I was just reading about this in a book about the digital photography. It was Kodak that came up with digital photography, and they were making so much money from film that they shelved the digital photography. And then other companies developed it separately and they put it out on the market. And all of a sudden, you know, film became obsolete. And it was way too late for Kodak to catch up. So sometimes we have to think outside the box.

[00:24:20.270] - Terry Boyle McDougall

We have to maybe sometimes when I was in business school, they would talk about buggy whip manufacturers. Now, before the car. Right. That everybody needs a buggy whip, right. To drive your horses to pull the buggy. Right. And if you're just thinking like, how do I become the best buggy whip manufacturer? Well, we're just gonna become obsolete.

[00:24:45.600] - Aileen Day

Not unless you pivot into the kink and BDSM scene.

[00:24:51.120] - Terry Boyle McDougall

I'm not sure if that was big and 1906 or whatever. But who knows? I don't know who knows what was going on in those barns.

[00:25:01.120] - Aileen Day

My grandmother always used to say to me, you think you invented that, right?

[00:25:07.230] - Terry Boyle McDougall

Well, that's true. I mean, what is it? The Marquis de Sade, right? That was like way before the buggy whips, probably .

[00:25:17.610] - Aileen Day

It's true. It's true. Absolutely. And if, you're not, I guess if you are not looking outside the box and trying to figure out what comes next and instead of, you know, being the best in a field, why can't you I've always loved growing up. People would say to me, Aileen you're very lateral. And initially I thought it was an insult. Now I've realised it's actually, I love the fact that people think I'm left of centre. I think it's actually quite awesome. And for me that's my uniqueness is that I am very lateral thinking.

[00:26:00.820] - Aileen Day

And I think we need more lateral thinkers.

[00:26:04.150] - Terry Boyle McDougall

Yeah, definitely

[00:26:05.160] - Aileen Day

More people to go. I'm going to go sideways instead of, you know, in front, you know, looking at what's in front of it.

[00:26:12.120] - Terry Boyle McDougall

Yeah, absolutely.

[00:26:13.060] - Aileen Day

And, you know, when they say all the path, the path, you know, should look like this. Mate, make it look like this [Aileen zig zags hand], cause that's when you can learn stuff yeah.

[00:26:24.640] - Terry Boyle McDougall

I mean, one of the things that just as we were talking, I just reminded me of this book that I read probably about ten years ago called Blue Ocean Strategy, which is the whole idea is that where there's the blood in the water, where everybody else is competing in the Sharks, competing for circling. Right? Don't go in the red ocean, bloody. And it's competitive. I look out there and say, Where is there blue ocean where nobody else is competing?

[00:26:58.960] - Terry Boyle McDougall

In another book that comes to mind is Simon Sinek's "Start with Why", why do people buy this product? And maybe there's some opportunity around why they buy it that you haven't thought of that you could, you know, innovate or somehow differentiate, you know, what you're doing so that people that you become a brand that they're willing to pay a premium for?

[00:27:35.140] - Aileen Day

Yeah, absolutely. I love that. So fantastic. Be unique. Stop being like everybody else. It's no fun we need, right? We need variety, the spice of life, everybody. Thank you. Alright. So the second one that we're talking about is how brands can be consistent. Now, this is a big, big, big thing for I guess, me personally, because for me I am what I call a Bower bird. Now, I don't know if you have Bower birds in the US or if you're listening over in any other part of the world outside of Australia, you might not know what a Bower bird is you might not know what a Bower bird is if you live in Australia and a Bower bird is this beautiful black and blue bird that builds nests out of shiny objects.

[00:28:27.800] - Aileen Day

And it is constantly on the lookout for new and sparkly things to add to its nest. And it builds these beautiful, gorgeous nests out of all manner of beautiful items. And to me, that's my brain, right. I have all of these sparkly, beautiful ideas and I'm constantly having to correct myself back to the path to refocus to stay consistent, because no sooner do I find something that I need to be consistent in. Then something shiny and sparkly comes and gets my attention and I want to run off and go pick that up and play with it.

[00:29:15.520] - Aileen Day

So, I call myself a Bower bird. And the reality is that any part of business, whether you're an entrepreneur or leader in business or a business owner consistency has to be key. It really has to be



key. I struggle with it because I like doing things for a short period of time and then jumping onto the next thing. So how do we live consistency in a brand?

[00:29:45.880] - Terry Boyle McDougall

Well, you know, I think what's the meaning of brand to me? The meaning of brand is the promise it's all about. You know, sometimes people think of the brand as the logo or the colours or the little pitch mascot or whatever that they use in their commercials. And that can be part of the brand expression. But the reality is that people expect, you know, if they're going to follow your brand and they're going to buy from you, they want to understand what what am I trading my money and my time for if I'm going to come into your McDonald's, what's it going to be like, right?

[00:30:31.220] - Terry Boyle McDougall

Is there always going to be a Big Mac and fries and milkshakes on the menu? Is the wrapper on the Big Mac going to look the same. That's reassuring to people that makes them feel like they can trust this organisation. And that's what brand is all about. Now. It doesn't mean that we can't innovate. And in fact, we should be doing that. We should be thinking about what's the next thing people are going to expect. It's important for us to do that, because I think in some cases, like all of us are somewhat of a bowerbird that we want new things.

[00:31:08.580] - Terry Boyle McDougall

We want variety. Right. But we can't just be like, one day you walk into McDonald's and it's like all purple, and then the next day you walk in and they've done away with the seating.

[00:31:23.160] - Aileen Day

That has happened actually.

[00:31:25.380] - Terry Boyle McDougall

Well, I mean, I know it's COVID, right. But maybe the next time you go in and it's like a make your own burger restaurant, it pretty soon people would be like, I'm not going there because I don't know what to expect. No consistency. And then I think the aspects of brand around colour and the logo and all of that that's important to be consistent around, too.

[00:31:52.740] - Terry Boyle McDougall

When I worked in marketing, we had brand standards at the banks that I worked at. The the logo elements had to be a certain size in a certain proportion to each other. And we weren't allowed to use the logo on certain backgrounds. We could only use the logo in certain colours. And every once in a while, somebody in the business would come along and be like, oh, let's say Patrick's Day, let's just make a green. And I'm like, no, like, this is sacrosanct. We can't do this because it will be confusing some of our biggest competitors.

[00:32:29.390] - Terry Boyle McDougall

Their colours are green. Right. And so if somebody sees green, we're going to think instead of instead of the bank that I worked for. We invest a lot in the brand, and we want that investment to stand by, making sure that we're always consistent. And we think about things like Apple. Right. We see that little Apple with the bite out of it, make it red sometimes and purple sometimes it's like white or clear. They have their consistency. So we know when even I don't know if you guys probably don't have Target, but Target is

[00:33:13.090] - Aileen Day

We do.

[00:33:14.140] - Terry Boyle McDougall

You do you see red like, the way that they run ads here is that they usually don't say who it is until the very end of the commercial. But I will know it's a Target commercial because it's red. It's that unique red. And it's not the brand personality of Target. So you look and you know who it is.

[00:33:37.360] - Aileen Day

And that's from an integrated marketing point of view, from an entrepreneurial, the way you operate point of view. So what are the other the ways that consistency could be achieved?

[00:33:52.280] - Terry Boyle McDougall

Well, I it could be that you've decided that from a could be a process type thing. Like, I'll give you an example of a plumber that came to our house a couple of years ago. They cleared out some pipes that we have in our basement, and they left a tag with their name of the plumbing company and their phone number. And then, like, a little notation of when they did the work and they attached it to the pipe. What, the basement. And so when it came time for I don't remember who the plumber was.

[00:34:29.810] - Terry Boyle McDougall

And in fact, I think my husband called them. I didn't even know who it was, but I was replacing the carpet in the basement, and I thought, okay, well, I probably should get them to come and clear out the pipes just to make sure that there's no backups or floods in the basement. And so this was part of their process that they would leave that there because they understand that people are like, I just need to call a plumber. And I don't know who to call. So they left this tag. And so I just called them, and they were like, oh, yeah. Okay.

[00:35:02.840] - Terry Boyle McDougall

And they came out and did work, right. So that's just something that could be a consistent part of your process. And it also demonstrates your understanding of the customer that you understand that people, especially if there's an emergency, they're just like, I just need a plumber. I've got a flood, my basement or my toilets backed up or whatever. But if you can make it easy for them to remember who to call and then that's just smart.

[00:35:34.080] - Aileen Day

And such a simple, simple little innovation as well. That would be like, each tag probably cost a dollar

[00:35:43.140] - Terry Boyle McDougall

10 cents less than that. It was just like a small piece of cardboard would use the wire on it that was attached to the pipe.

[00:35:49.690] - Aileen Day

Wow. And then you guarantee you've essentially guaranteed yourself the next job. What a great return on investment.

[00:35:58.520] - Terry Boyle McDougall

That's a great ROI on that \$0.10. That that little tag cost.

[00:36:03.080] - Aileen Day

I love it. That so good. So the third piece that we can talk about is representing the meaning, represent meaning to the consumer and your employees. What does that mean?

[00:36:16.620] - Terry Boyle McDougall

Well, you know, we've talked about being unique, and we've talked about being consistent, and there's some obviously crazy things that we can do to be unique. But if that uniqueness doesn't have any meaning to the customer, and then it's worthless. Right?

[00:36:36.680] - Terry Boyle McDougall

We could just say, like, everybody that works here has to dye their hair purple or something. And, yes, that's unique. But what if I I don't care at all that people hair is purple, like, how does that it doesn't have any meaning for me, unless maybe it's a clown school or something. Right. And so this kind of goes back to when you're trying to decide, like, how do I differentiate my offering? It's going out and talking to people and saying, okay, well, you buy a lot of I don't know, milk.

[00:37:15.400] - Terry Boyle McDougall

What is it that has meaning for you? Is it that you like that you're buying from a local farm? You like

that we have different flavours. Do you like that? We deliver it to your House, which we have dairies around here that do home delivery. And if that has meaning for people, and then they're going to actually, the dairy that surround us that does that. They do charge a premium. But for some people that has meaning, whether that's like, they believe it's fresher, it's more convenient.

[00:37:49.180] - Terry Boyle McDougall

It reminds them of being at their grandma's house whenever the milkman used to deliver every week.

[00:37:56.720] - Aileen Day

Its interesting that you say that I literally just the other day I was watching a show on Netflix called Sea-spirarcy, and it is all about the conspiracy that is going on around single use plastic to the and how ultimately the biggest cause of this pollution is actually the fishing industry and this whole background, you know, horrendousness going on around the fact that all these, you know, tuna safe, dolphin safe type organisations or these organisations that are around to help clean up the ocean are actually all connected to the fishing industry, which is the main cause of the problems.

[00:38:53.590] - Aileen Day

And so my partner was like, I don't want to eat fish anymore. And I said to him, Well, there's a problem, like, there's no way of finding out if the fish that you purchase is now propagated ethically. And so these are things that are starting to create meaning to us. And then we started talking about, you know, what about the meat that we buy? What about the eggs that we buy? And, you know, I said to him, well, actually, that's why when I first met him, he used to buy, like, caged eggs because they were the cheapest eggs from the supermarket where I will go and pay top dollar for eggs.

[00:39:41.020] - Aileen Day

And it used to be like, why, why would you pay so much? They're just eggs? I'm like, they're not just eggs. There's a whole thing that goes on the hit that means something to me. And I know that those eggs are farmed just up the road from me. I can go and check on the welfare if I wanted to. I drive past the farm. You can see from the road that it is what it says it is. And therefore I trust that brand. So I will pay the premium amount of money and also not I will fore go convenience because I have to go to a separate location to pick up eggs if it means that I am feeling better, about that brand.

[00:40:32.780] - Aileen Day

So that makes so much sense to me.

[00:40:36.660] - Terry Boyle McDougall

I think that for many people, part of their identity is how they consume what they consume. And I mean, we were talking about Apple before it. I would imagine that it's the same in Australia as it is here that when the new iPhones come out, people line up to get them. People are just doing that because to them, it has meaning to be one of the first to have the new technology for whatever reason. I mean, I'm not that crazy. But for some people that has a lot of meaning.

[00:41:16.480] - Terry Boyle McDougall

Right. And, you know, if that represents meaning to them, that means that they're going to be more loyal. As long as you have to think about brands as being in relationship with the consumers. Right. It really is a relationship. And it is about . Most of us, if we're in a happy, healthy relationship, there is consistency and where we expect our partners to come home every night around the same time. And if they are promising to do something, hopefully they're going to do it at least maybe in the second time you ask them.

[00:41:56.270] - Terry Boyle McDougall

Right. But there's some consistency there. Right. It's not like they're leaving the house to get milk and they never come back. Right. I have I have heard of that. In some relationships. Usually those are not trusting, happy relationships.

[00:42:17.560] - Aileen Day

You were too good for him.

[00:42:23.130] - Terry Boyle McDougall  
That's what you hear in divorce court. Right.

[00:42:28.300] - Aileen Day  
It is. It's a relationship that is based on values and understanding what is meaningful to the people that you want to serve.

[00:42:40.280] - Terry Boyle McDougall  
Expectations. I think one of the classic mistakes by a very well trusted brand is here in the US. And I don't know if this has happened worldwide, but for whatever stupid reason, Coca Cola decided they were going to come out with the new Coke, like back in the eighties or nineties. And, you know, some people drink Coca Cola multiple times a day. And for those of us who grew up drinking Coca Cola, it's a very unique taste. I don't understand at all why they would just decide we're just going to change the formula.

[00:43:20.730] - Terry Boyle McDougall  
We just think it's a good thing to change the formula, which they tried to do that. And I mean, and the reality was that they weren't understanding that that taste and that look and the fact that it was so consistent had meaning for people. And it probably was very emotional too, because they would think about like, oh, when my grandpa take me to the store to buy a Coca Cola right there's. Emotional meaning.

[00:43:47.380] - Aileen Day  
I can think of two examples for the Australia listeners. That would be equivalent to when Coke changed the way they did Coke number one, when Cadbury chocolate changed to using palm oil. Right. Uproar, absolute uproar. It changed the taste of Australia's favourite chocolate. For one, it was very oily instead of creamy and palm oil is obviously one of the biggest known issues around Orangutan monkey populations. So Australia suddenly became implicit in the murdering of these beautiful animals. And the second uproar was when we have a little snack, we call them biscuits.

[00:44:40.940] - Aileen Day  
What do you call them? Cookies? A savoury cookie called Shapes. And Arnott's, the brand that owned Shapes decided out of nowhere that they were going to completely change the way shapes were made and they change the flavouring and shapes are iconic in Australia. Iconic. They have been around since the dawn of time and they are one of Australia's favourite savoury snacks to eat. And when you go and mess with people Shapes, people in Australia can be differentiated just as they might follow a football team. There's a kin to the type of Shapes they eat.

[00:45:31.240] - Aileen Day  
Yeah, I as a Pizza Shapes lover, meet someone that eats Barbecue Shapes. I will actually like the 'urgh' Barbecue Shapes.

[00:45:47.320] - Terry Boyle McDougall  
Crackers, crackers.

[00:45:52.040] - Aileen Day  
So people go crackers over, over changing, changing iconic things like that. So I can't quite remember Coke changing it. But I've never really been a soft drink drinker either. But my son loves Pepsi. And even though I don't really drink soft drink, I do prefer Coke, Coca Cola over Pepsi. And so he drinks Pepsi. And I were like, oh, just have a sip and go 'arghhhh'

[00:46:21.860] - Terry Boyle McDougall  
Yes. So funny, that's the US. Its Coke versus Pepsi here too. And never the two shall meet. It is kinda like your crackers example. It's like I like Coke. I like Pepsi.

[00:46:38.520] - Aileen Day

So I think from a brand perspective, there's always ways you can innovate brand. But god don't mess with iconic stuff.

[00:46:48.800] - Terry Boyle McDougall

Understand, understand the meaning that it has. It could be an emotional meaning. It could be maybe people are using your product in a way that's different than what you intended to be used. And sometimes if you don't understand the meaning to the consumer, you can really bumble into making some really bad mistakes. And we've talked about a number of them, and it wouldn't take long for us to come up with many more. But it's all because of the lack of understanding of the meaning of the product to the consumer.

[00:47:25.520] - Terry Boyle McDougall

It's critical to understand that.

[00:47:27.840] - Aileen Day

I couldn't agree more. It's so funny though because I think poor Coca Cola would never realise that we are at Bunnings, which is the Australian equivalent to Home Depot. We would use Coke to clean the blackboards. So you have these huge, huge like, huge blackboards that would have the price written of the product in chalk. And the best thing to keep those blackboards spick and span was spraying them and wiping them down in Coca Cola. And I imagine if Coke found that they'd be like, oh, let's not advertise that one. Yeah.

[00:48:11.520] - Terry Boyle McDougall

You know, good point, though, that, you know, you never know how your products being being used. And maybe there's a certain segment of the marketplace that is buying Coke to clean blackboards. And maybe if they change the formula, maybe it wouldn't work that way. And then maybe like why they might be saying, like, why did our market share go down? Because we didn't understand the meaning that it had for people at the local hardware store.

[00:48:45.800] - Aileen Day

We go through a lot of Coke too. I remember, one store they tried to do it on the cheap and they tried to go and buy like a no name brand Cola and the boards were just smearing. And I they had to bite the bullet and just accept Coca Cola is where it's at.

[00:49:01.840] - Terry Boyle McDougall

That is fascinating. That is a fascinating. Oh my gosh. I learn something new every day.

[00:49:11.440] - Aileen Day

Absolutely. They are some amazing insights into how you can go and create a value driven brand. Thank you so much, Terry. I'm so appreciative that we got to catch up and learn from the marketing master yourself. And if you are wanting to get more wonderful insights from Terry, you can because she has her own marketing podcast. As I mentioned at the beginning, she is the host of Marketing Mambo and give us a bit of insight. What do you cover on your marketing podcast?

[00:49:49.760] - Terry Boyle McDougall

I talk about, well, what I say is I cha-cha-chat with marketing movers and shakers from around the world. It is not a how to podcast on marketing. It's about marketing, insights into marketing by people who are doing marketing or around marketing. I've had at least a couple of sales people or sales trainers come on and talk the importance of the relationship between sales and marketing. I've had a change management consultant come on and talk about how you run good change management, because very often in marketing we are leading change, whether it's a new brand or we're introducing a new product or whatever.

[00:50:32.120] - Terry Boyle McDougall

It's important to understand how that's done. I've had marketers from a lot of different areas come in and talk, whether it's direct mail, fundraising or it's, it's higher education marketing. I mean, I'm just super curious and I worked for a long time in marketing, but marketing is such a huge arena and I'm

just super curious about how people are marketing in different areas of the economy. And so in many ways it's just me being super curious and meeting cool people and asking them to come and talk to me on my podcast.

[00:51:12.920] - Aileen Day  
That's exactly what I do.

[00:51:16.600] - Terry Boyle McDougall  
It's one of the funnest things that I've done in my life is start a podcast. I absolutely love it, .

[00:51:23.040] - Aileen Day  
I have an absolute ball. I'm not a huge fan of the production part, but this part definitely my favourite bit.

[00:51:30.740] - Terry Boyle McDougall  
Yeah, me too.

[00:51:33.560] - Aileen Day  
And then if we want to get our hands on your book, where is the best? Apart from I'm going to practise this for the link to also get your book will be available at [valuedrivenbrand.com](http://valuedrivenbrand.com). No, see I'm out of practice. [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series) which is also where going to find this podcast and the video recording. But apart from that, where else can they go searching for your book?

[00:52:06.460] - Terry Boyle McDougall  
My book is available worldwide on Amazon.

[00:52:10.260] - Aileen Day  
Amazon. Do you have do you have a copy there? I can see behind you. There you go. Next to you. There you go. That is what you are looking for. If you are listening, you will just have to go to the website and watch the video as well. See Terry's lovely face and you can get a copy of her book through Amazon Worldwide and go and check out the reviews from some other amazing, amazing business and psychologists and just amazing people in general really have gone and read book and all agree that your book is where it's at.

[00:52:49.020] - Aileen Day  
So Congratulations. That is a fantastic achievement. I am in the midst of writing my first book as we speak, so it's definitely definitely something that I look forward to coming back and telling everybody about. It's a slightly jarring title, though, compared to yours, it's called 'The Joy of CEHX'. Okay, I don't know if you can see. I work in customer experience and customer experience as an acronym is CX. And then when you add in the employee experience at CEX and then I went, hang on a minute, something's missing.

[00:53:36.580] - Aileen Day  
I'm going to add in the human experience. I do a lot of talking and speaking around the joy of CEHX.

[00:53:46.140] - Terry Boyle McDougall  
I love it. That's a nice way to get some attention, but something that's super important, though. I mean, it's funny because we just scratched the surface of how much I could talk about marketing and customer experience is just so critical, really. It's where the rubber meets the road. It's so important for organisations to understand that. And that really is that's the delivery of the brand of the brand promise, is the customer experience. That's so cool. As Mom to Mom, I would say my book's been out for about a year and a half, and the thing that I would compare it most closely to is giving birth to a child because, well, I mean, it literally took me about nine or ten months to write my book, and it was at times very painful.

[00:54:52.620] - Terry Boyle McDougall  
I had a lot of doubts at times like, oh, is this going to know what kind of book is this going to be? Are

people going to like it?

[00:54:58.290] - Terry Boyle McDougall

Yes. And then once it comes out, it has a life of its own. It's out there in the world interacting with people just like eventually your children do. And it's been really fulfilling. And you do sort of forget the pain of writing. It just like I've got three kids now. So clearly I forgot about the pain of childbirth.

[00:55:26.340] - Aileen Day

That's hilarious. I love it. That's a great analogy. And I would say by the time I'm also done, it probably would be a nine-ish month activity. I'm about halfway through now, so I am looking forward to giving birth.

[00:55:42.540] - Terry Boyle McDougall

Yes, yes, definitely.

[00:55:44.680] - Aileen Day

Now before I let you go. Now, if you haven't tuned in before. You might not be aware of this, that all of my guests are kind enough to fill in a guest profile form for me. And that gives me some deeper insights into the type of human that they are and the experiences that they've had in their life. And one of the questions that I ask all of them is what is the song that makes you ready or pumped for anything? Do you remember the song that you told me?

[00:56:17.900] - Terry Boyle McDougall

Yes. Walking On Sunshine. Walking on Sunshine by Katrina and the Waves.

[00:56:29.260] - Aileen Day

For those of you who might not know I asked that question, because A. I think it gives beautiful insight into the type of human that I'm working with. And I then also go and add that song onto a playlist that is available at [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series). So where you find this podcast with myself and Terry, you will also find the link to the Spotify Playlist and it will have Walking On Sunshine by Katrina and The Waves available on that playlist as well. So as I say to everybody, once you've downloaded that playlist, if you are not pumped up and ready for anything, I think you need to go back to bed and start again.

[00:57:16.980] - Terry Boyle McDougall

That is such a cool idea. I love that.

[00:57:20.580] - Aileen Day

Yeah, it's so so much fun. And I think only maybe twice I've had someone come and say the same song. So it's actually been really fantastic. And it's so eclectic, we have techno, we have hip hop, we have pop from the Seventies, we have Symphony orchestras like just the insight, getting into people's heads to see what actually pumps them up and gets them ready for anything is just the piece of resistance for me. So thank you so much for your contribution, Terry. And thank you so much for joining me today on the Value Driven Brand Podcast.

[00:58:03.000] - Terry Boyle McDougall

Thank you for having me. It was really very fun. I really enjoyed it.

[00:58:08.680] - Aileen Day

That is so good. Now, as I mentioned before, you will be able to find this podcast and all of the ways that you can get in touch with Terry and get her book and access her podcast Marketing Mambo on [valuedrivenbrand/](http://valuedrivenbrand/). No. Why do I always my poor transcript editor, is gonna have a field day with me. He's gonna say Aileen. Really? What where you're doing? It is [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series). That is where you will find all of this information.

[00:58:46.120] - Aileen Day

And obviously the podcast will be available on all good podcast outlets. So again, Terry, thank you so

much. I look forward to releasing this and getting to listen to your podcast as well and learning more about how you help people create a value driven brand. That is it for me today. Until next time, please get out there and deliver value to somebody else out in the world because we all know what goes around, comes around. I'm Aileen Day until next time.

[00:59:23.200] - Aileen Day

Thanks for listening to the Value Driven Brand Podcast with your host, Aileen Day. Is your business struggling to become known as the sought after leader in your industry? Access our Value Driven Brand Quiz and special three part podcast series to identify the gaps and what you need to focus on first, go to [www.valuedrivenbrand.com/podcast-series](http://www.valuedrivenbrand.com/podcast-series). That's [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series). Tune in next time when we discuss more ideas on how you can deliver your own value driven brand.