

# AS SEEN IN *Forbes, Fortune & Entrepreneur*

## EXTRAORDINARY WOMEN IN BUSINESS: JACKSONVILLE

### Brand, New

Certified Brand Strategist Jennifer Holland encourages CEOs to dive deep into their companies' DNA and emerge with rock-solid, crystal-clear messaging.



#### Sweet Success

"When our company was selected to appear on CNBC's show *The Profit*, Jennifer Holland was our first call," says Peter Behringer, owner of Sweet Pete's Candy, an iconic Jacksonville tourist destination. Holland worked with Behringer to clarify, identify, and celebrate the company's brand. The resulting marketing materials helped power the company's success on the show.

"Many businesses fail to grasp the importance of branding. We are communicating with our customers with every decision we make and every person we hire," adds Behringer. Today, Sweet Pete's continues to grow through their extensive wholesale business, as well as high-volume internet sales.

Logo. Brochure. Website. Ads. Rinse and repeat.

In her years as one of the Jacksonville area's top graphic designers, Jennifer Holland churned out thousands of these for a variety of organizations. But she knew she could do more to help her clients grow their businesses. Today, Holland is one of two Certified Brand Strategists in Florida and one of just a few in the country. She is also the CEO of her eponymous firm, Holland People+Brands, and creator of the Holland Helix®—an internationally recognized brand development and business growth process that is transforming businesses from coast to coast.

The companies who contact her about the Holland Helix are ready to level up, says Holland. "Brand development reveals the heart and soul of your organization; it involves digging deep and asking some tough questions: What is your 'why' statement? Your customer benefit statement? How are you different from the herd? I help my clients uncover and identify the uniqueness of their business or organization." To be clear, she adds, "these are not conversations

that can be delegated to a client's marketing department. The process has to start with an engaged CEO who will establish and implement brand development as a dedicated, strategic corporate initiative."

As a brand specialist, Holland's business model has a horizontal focus—brand development—rather than a specific vertical market. The results have been both quantifiable and extraordinary. "The companies we work with who follow our model—independent schools and higher ed, restaurants, law and accounting firms, manufacturing, health care, sports, and so much more—are seeing sustainable double-digit growth," says Holland. It's all about building the right vibrant culture and hardwiring the delivery of the brand promise through every system and person in the company.

Her signature Build Your Brand® workshops cover the five foundational steps every business owner needs to clarify: the "why" statement, unique value propositions, customer benefit statement, brand statement, and positioning. Company owners thinking about their exit strategy can also take advantage of Holland's

Pretium Method™—a facilitator-guided self-assessment tool to help discover brand-related intangible value.

After 25 years in business, Holland says she's never veered from her earliest goal: to help people by helping businesses. The return? The marketplace becomes a better place. "Most companies have a business strategy. Some may have a brand strategy. But very few have a people strategy," she says. "Get all three clearly aligned and communicating dynamically, and everyone in the organization—from CEO to front-line employee—will live, breathe, and believe a unified message that resonates with customers. This creates powerful brand awareness. That's the foundation of the Holland Helix and why I do what I do."



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