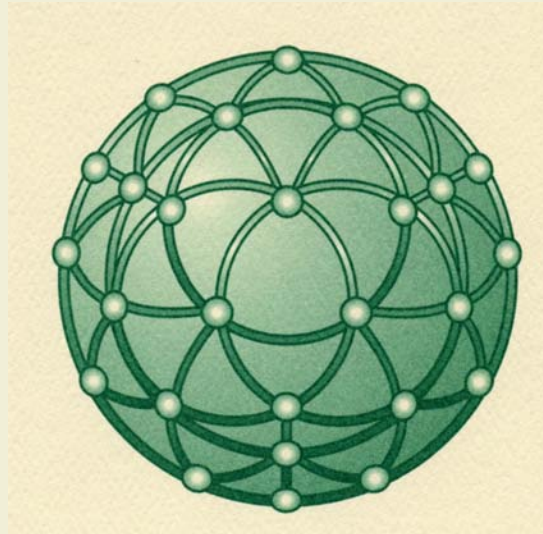


The Authenticity Factor™

**An important emergent phenomenon
reshaping green business**

Integral Partnerships, LLC



The Growing Demand for Personal Authenticity in America

- **1900-1950 - Existentialists: a few 100s**
- **1950s-1990s - Civil Rights, Women's, Peace and Humanistic Psychology Movements**
Popularized "Walking your talk" & "Living an authentic life" **from 100,000s to Millions**
- **1995: 39% of US Adults: 76 Million Adults**
- **1999: 47% of US Adults: 92 Million Adults**

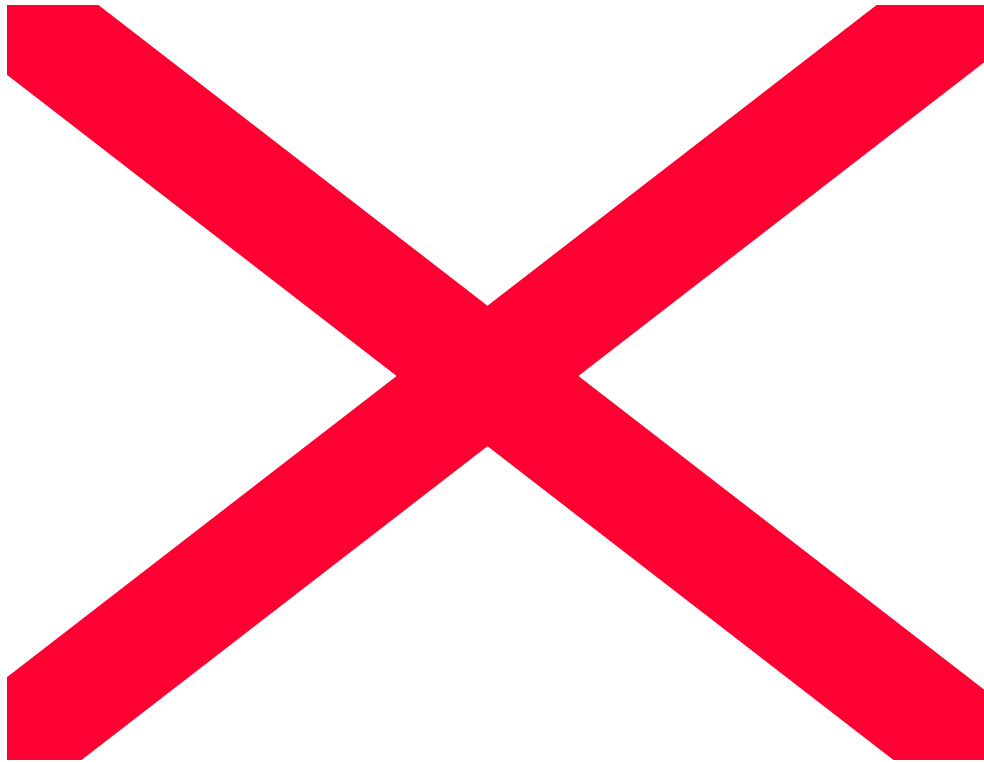
The Authenticity Factor™

Personal Authenticity Concept:

- Real, genuine, honest, trustworthy, true, natural
- “What you see is what you get”
- “Walking your talk”
- “True to your own natural self”
- Being “real” and self-revealing in relationships
- Mutuality and trustworthiness in relationships

Inauthenticity Concept:

- Fake, hype, pretense, hypocritical, deceptive, hiding, lying, shilling, artificial, false claims, advertising come-ons, exploiting the unwary



The Authenticity Factor™

Business Authenticity is:

Commitment to what's real, and to the honest truth:

- **To find out what's real and true**
- **To act from what's real and true**
- **To take a public stand for it**
- **To align organizational culture with it**

Demand for Business Authenticity is the Demand for Transparency:

- **Investors burned by Dot.coms, Enron, WorldCom, etc., etc.**
- **Customers burned by advertising come-ons, lying, cheating, bad products**
- **Stakeholders burned by corporate lying**
- **Voters burned by politicians lying**
- **Citizens burned by environmental destruction + corporate lying**

Green Market Challenge: The Demand for Authenticity

The green customer says:

“Show me the sources of your materials, and your process and your people, and who you are...

...and I'll judge for myself whether you are a good company to buy from, or to have a relationship with.”

The Green Market Challenge

Every green product must first solve the “what’s in it for me?” problem BEFORE it saves the planet:

1. Solve a practical life problem for the household and fit into its lifestyle
2. And also solve a sustainability problem
 - ...and that’s just your basic requirement to play in this market.
 - It doesn’t buy you any extra market share.

The Green Market Challenge

To gain market share you must add extra benefits beyond green:

- **Better technical performance**
- **Health benefits**
- **Convenience**
- **Style**
- **Prestige**
- **Authenticity**

The Green Market Challenge

To gain market share build up virtue points as a company committed to authenticity:

- **Be transparent**
- **Be green**
- **Be socially responsible**
- **Be customer friendly**
- **Be employee friendly**
- **Offer excellent service**

The Big Green Marketing Problem

BAD MESSAGE—WRONG MESSENGER

1 Using Modernist Advertising

2 Using Modernist Direct Marketing

- Most agencies have no clue about the values of your customers—so they're losing business for you.**
- But most green businesses don't see any alternatives for building wider visibility!**

The Big Green Marketing Problem

BAD MESSAGE—WRONG MESSENGER

Rejected by Cultural Creatives market

- **CCs hate adman's + direct marketer's**
 - **Cultural assumptions, language, imagery, inauthentic values**
 - **Manipulative and coercive**
- **CCs don't trust it: Been there, done that**

The Green Market Challenge: Speaking authentically to your customers

CCs lead the demand for authenticity in marketing communications:

- **Every message has to be honest,**
- **and fit their values and cultural assumptions**
- **Modernist messages offend them!**

Show Who You Are

Customers will judge you and your product by your authenticity and transparency:

- The way you show who you are
- Who your employees are
- Your sources for materials and products
- Your sustainable production processes
- How you treat your customers
- How you treat your stakeholders

The Authenticity Factor™ may reshape everything you do in marketing, sales, and service

- **Without authenticity, no advertising message will be believed**
- **It demands new marketing behavior to differentiate your brand**
- **It demands new criteria for product development**
- **It demands new sales and service behavior**

The Authenticity Factor™ will challenge your internal processes

- **Demand for instant responsiveness**
- **Need for very rapid development and market testing of line extensions**
- **Need to involve consumers at all phases of product development process**

From Customer Interface to Customer Interaction Field

Bring customers into every part of:

- **Product design & development**
- **Options development (Honda/GM)**
- **Packaging and channel development**
- **Message development**
- **Breakdowns, complaints, problems**
- **Customer feedback**
- **Product evolution**

What's Authentic:

Relationship Marketing

(Sales Are Supposed to Grow Out of the Relationship)

- Maximize Profits—and Access to New Customers through Good Word of Mouth—over the Lifetime of the Relationship
 - Depends on repeat purchases: consumables, replacements, upgrades, etc.
 - Cost of new sale = 5 times the cost of repeat sale
- **Why preferred by customers?**
Mutuality, Trust, Loyalty to the Relationship is in everyone's best interest long term

Organizational Authenticity

- **Declare a “soup to nuts” and “top to bottom” organizational commitment to authenticity.**
- **Free up your organization’s creativity: Encourage new conversations for authenticity in all areas of your business.**
- **Invent leadership as a field phenomenon vs. hero-leader model.**
- **Build these into long-term commitments.**

Managerial Authenticity

- **Re-invent your management processes to reward authenticity in sales and service.**
- **Reward truth-telling always.**
- **Cultivate long-term relationships with customers, employees, and stakeholders.**
- **Acknowledge and reward the sources of authenticity, creativity and contribution.**

Authenticity in Sales and Service

- **Relationship Marketing: Invest in keeping the customer and save \$\$\$.**
- **Permission Selling: Match the product/service to customer needs OR ask their help to re-invent your stuff!**
- **Commit to Service Excellence. They'll start to count on you = Good news.**
- **Take customer feedback with a smile and a nod. (Love the taste of crow meat)**

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