

RESILIENT RATING©

We are an uniqueness made by nuances™

ENTERPRISE GEO-PERCEPTION RATING INSTRUMENT / EGPRI Version 1.0

1- Preface

Geo-perception is the at the same time:

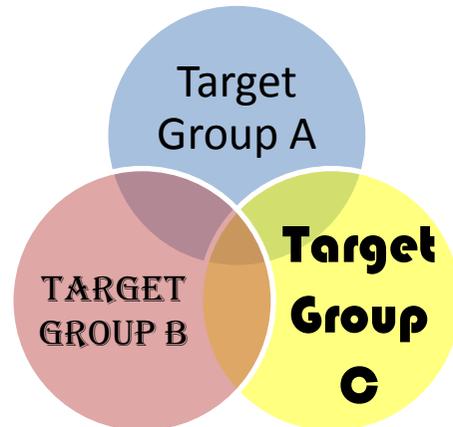
- the 3rd pillar of the Geo-strategy being focused on the Leverage Power <https://appealpower.com/our-worldthe-frame/about/>.
- and the frame to describe one of the 9 forms of real economy shaping the planet.

This economy-world,(we use the term like [Fernand Braudel](#) did), is **The Emotional Reference Universe Economy**.

What is that?

At the end of the day we can describe marketing, (all its nuances), like a business solution that is all about knowing your Customers and marketing to them in order to gain a market share selling.

To achieve them the Customers are Clients structured like Target Groups. The most sophisticated forms of marketing can also overlap them finding some common, transversal elements.



But the intrinsic limit with this approach is that you do not consider the Clients as Individual People because they are proxies.

Then to achieve a better understand we focus on **their multiple-and-multidimensional loyalties inside a 4th Level Dual world** where the reality is composed by the following dimensions:

physical + digital + emotional.

This complex reality is our one and doing that means to be laser focused on finding the **affinity** .

This because an affinity leads to loyalty and even advocacy.

Then the ultimate goal **is to create more relevant and personalized experiences that drive incremental sales and lifetime value.**

To be clear: most of the Companies plan campaigns around customer acquisition or retention and very few plan around a **central view of People insights.**

To approach the central view of People insights is not just a marketing strategy, it is a growth strategy, focused on the increased insight into the things that matter to them, able **to create and handle an emotional overlapping universe based on real facts and not just on "smooth nuances"**.

A strategy described as **The Emotional Reference Universe, (ERU), Economy**, in order to explain this global economy-world as it stands in the world and that is based on information-seeking interactions.

It is always to understand and not just to know. To be able to find and to connect the dots in a world where despite our Big Data and correlated AI we still have more locked doors than keys.

To blunt put in a sentence: there are more things we are aware about than we are able to understand, (not mention to handle).

A form of real economy that includes the following industries:

- Marketing, Narrative / Brand building
- Culture
- Art
- Media
- Entertainment
- Spiritual Industry

On practical terms being focused considering the Company's organizational the ERU is: a leaser focused enterprise-level Customer strategy that will differentiate the approach to the business and ultimately drive competitive advantage.

It is a **complex dynamic of dynamics** where you have both:

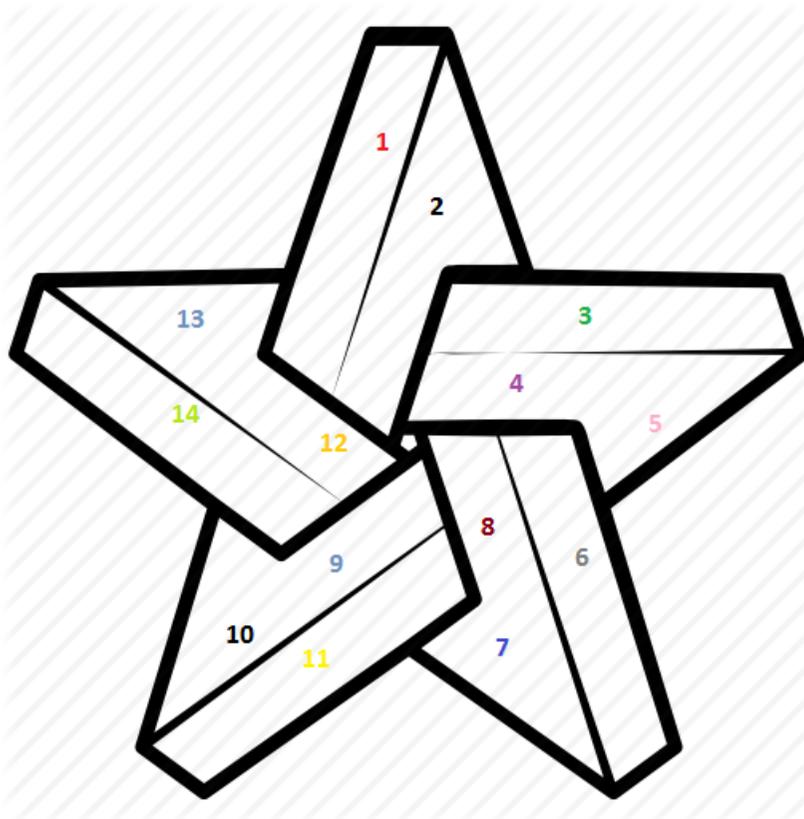
- to think local and act global

- to think global and act local

Then to be either **Locglob** and **Glocal** at the same time or you are "*just and simple lost in business*".

This economy-world at this most advanced and innovative level work using an [Emotional Reference Universe](#) where the loyalties, attitudes, emotions and the behaviors overlapping inside the same universe.

And this universe is the deepest and strongest reference for a Person.



(Note: each number= emotions/values/aptitudes/ behaviors/ memberships...)

This 3D diagram synthesizes that **WE ARE A UNIQUENESS MADE BY NUANCES** then each Person's element is linked to another one thru an ongoing connection in a structure/relation becoming infinitely more complicated with each connection made. Welcome into the ERU's world.

It is not about to create and to handle a Target Group, (Clients), but to build-up an Ecosystem, (Persons / People / Citizens and then-&_beyond that Clients).

Markets are waning for the Companies essentially / solely focused on building a great product and then to sell.

Companies, their Brands, need more people-centric business strategy generating visibility into their customers' needs and preferences, into their ecosystems, (emotional universes).

Ecosystems? Emotional universes?

It is a lot beyond the usual and simple overlapping of markers in order to find something common between the Target Group A , the Target Group K and the Target Group W.

This because an **Integrated Customer Experience** is a complex dynamic composed by:

- a Person that is a lot more than a simple Customer
- an integrated set of actions, feelings concretized inside an overlapping dynamic emotional network of loyalties / memberships/ attitudes

To put in one sentence: we are talking about her /his life.

Then a clear vision of the integrated customers experiences is to have a clear vision of their whole life as an unity and not just a simple collection of markers related to a target group.

This vision is the tool for the Company's **visibility**.

A visibility inside the reference of their lives that is only possible with a more closely managed relationship creating a real community that must be on-&-off line, (physical and digital = 4th Level Dual).

Surely it is something innovative and this means that this strategy is not easy to implement.

Companies **must find ways to work both within the brand and alongside a partner community**.

To make it happen **they must leverage the synergies between their marketing and selling departments**.

We do not live in a so-called "*Liquid Society*" or in a "*Age With a Faster Time*" but in a world with "*just and simple*" a **New Age of Consumer Choice** where the Consumers before and beyond to be described as Clients/ Target Groups are Persons/ People / Citizens / Emotional Reference Universes.

An **Age of Persons/ People / Citizens / and then-& beyond that Clients Choice** where the protagonists shape the markets.

Markets to be considered like "contests" of multiple choices where they democratically vote choosing or refusing to buy.

If they buy it is a positive vote and if they not buy then the vote is negative and Companies must keep in mind this simple golden rule.

And doing that, they vote ,(to buy), or do not vote, (not buying), not because of the Company's " What" , (the product),does but due to the Company's Where/ How on social and environmental terms / Why does.

- They buy the **"Where"**, where the Company comes from to be perceived as a friend and a positive global stakeholder or a negative one
- They buy the **"How"** not on terms of organizational ones, (the latest technology with the best management), but focusing on the Social and Environmental Resilience.
- They buy the **"Why"** due to the perception of an ... affinity that generate a visibility over the Competitors.

Not a Client-based vision and approach but a People-based one then not Target Groups but Emotional Reference Universes and the Companies are Prosumerzen-style.

Here we focus on the instrument to evaluate Companies.

That means that we are here to evaluate if a Company is:

- **People Based Management , People Based Community and People Based Marketing**
- **and how is ready to achieve this transformation**

And doing that we must keep in mind that:

- the world evolves
- then also Persons/ People / Citizens / and then-&_beyond that Clients evolve
- then also a Company must evolve the way to either understand the ERU's and be in touch with them

The strongest and biggest universal tradition is that all changes, (it is just a matter of time), and changes within traditions.

The more a Company masters this golden rule the most this Company will be able to more quickly pick up on trends inside the ERU's and build an organization in a more responsive manner around them.

2- The Instrument:

Enterprises GeoPerception Rating Instrument (EGPRI)

Here we evaluate the Geo-perception when we talk about a Company.

Useless theory?

Not at all if according to Forrester Research ,(2018), and McKinsey, (2017), 94 % of the worldwide top companies are (struggling) to get focused on a real People-based vision in order to achieve an ERU's vision.

The problem to fix?

The nuances of personalization made around Target Group / Client reach a capability that is behind the required solution solution because how the Target Group model brings these different markers together to represent a singular person is not enough sophisticate.

The Companies need a strategy to identify either the markers and the multi-dimensional interactions that goes much further than the accumulation of (more or less overlapped) customer markers/ identifiers on People that could be a Client.

Keeping this on mind we are here to evaluate a Company's **immaterial assets** then:

- we do not talk about WHAT

- but about WHERE, HOW and WHY.

WHERE	If in a country that is not a responsible stakeholder in this case the Company supports the country
HOW	Here is not related to the innovation of the production / products but instead focused on the following variables: <ol style="list-style-type: none"> I. Environment II. Work Force III. Member of the Community, (everywhere we have a plant /office) IV. Respect of the Shareholders V. To be a responsible Investor (investors) and a responsible Business Partner VI. To be coherent with the Company's "why", the intrinsic reason to exist, with Persons/ People / Citizens / and then-& beyond that Clients
WHY	The core mission beyond to be the best producer ... For example: NO: we produce the best cars using a green technology

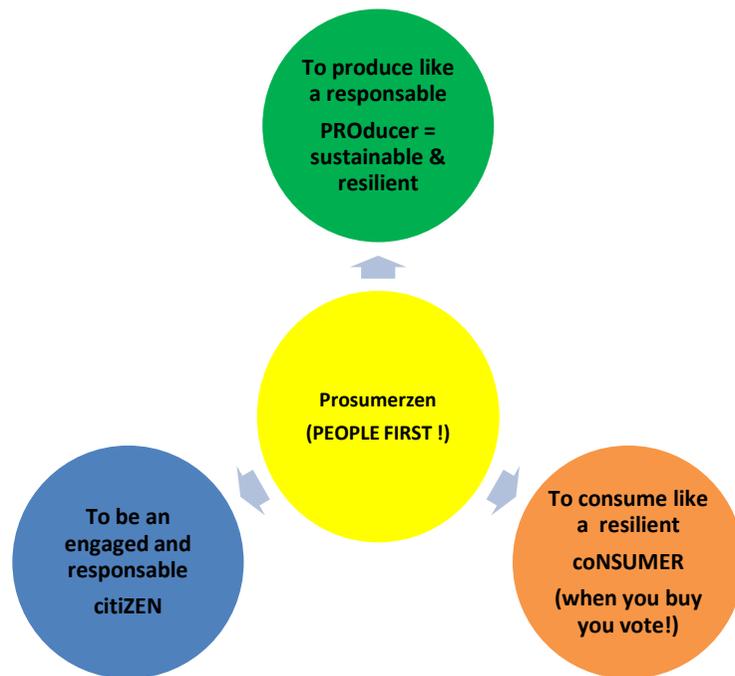
YES: we produce the best cars to set new expectations! To be more resilient! For us the future is now!"

We have to find if the Company is a real **PROSUMERZEN** able to understand and handle the Emotional Reference Universe' s, (ERU's).

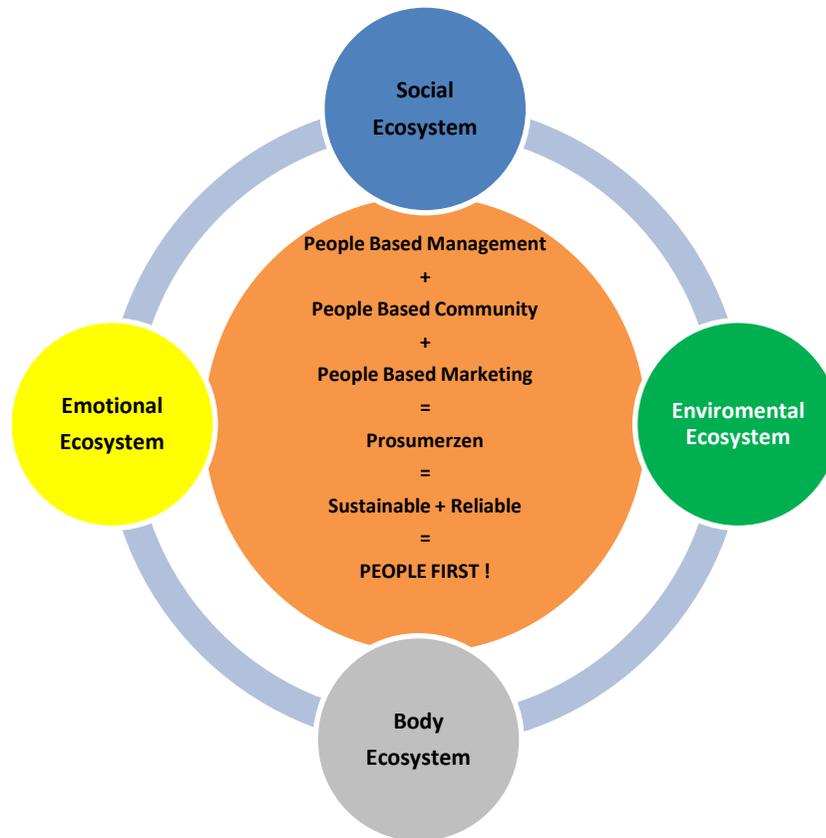
In concept this means: to be able to create a real ongoing dialogue where a Company knows when/how as well as when not / how not approach Persons/ People / Citizens / and then-&_beyond that Clients

What is a Prosumerzen?

Prosumerzen© is a new word originated mixing: **PRO**ducer + con**SUMERZEN** + citi**ZEN**



If a Company is a Prosumerzen style company then we achieve this synergic as well as dynamic and harmonic equilibrium on terms of the 4 Ecosystems:



(Note: with "Emotional" we mean the Person's beliefs & overlapping loyalties/memberships like religion, ideology, political affiliation ethic /moral values, cultural attitudes ... We prefer to use the term "Emotional" instead of "Cultural" to magnify that we focus on the "Person's deep core" that is always deeper and beyond the cultural dimension even if the Person's culture is part of it)

Each Ecosystem is linked to another one thru an ongoing connection in a structure/relation becoming infinitely more complicated with each connection made. Welcome into the ERU's world.

2.1- The Instrument ...**(Not for PUBLIC disclosure at the moment)****Section 1: Leadership**Identifier: Economy-world (according to [Fernand Braudel](https://appealpower.com/our-worldthe-frame/the-45-geopolitical-regions/)) <https://appealpower.com/our-worldthe-frame/the-45-geopolitical-regions/>Identifier: Forms of Power in the XXI <https://appealpower.com/our-worldthe-frame/about/>

Identifier	National Perception	Perception inside the Economy-world (to specify)	International Perception (to specify)	Additional Notes
a) Forms of Leadership				
1. Commitment: to a vision 2. Connection: with the People and the World 3. Compassion: to help as well as to use the right amount of violence 4. Consistency: to be able to face crisis being resilient and taking responsibilities for the mistakes 5. Competency: to be able to understand the world 6- Communication: (clearly, concisely, coherently) to tell the right thing at the right moment, honestly				

b) Strength/Weakens related to the forms of power				
Hard Power/ Productivity				
Hard Power/ Technology				
Hard Power/ Price				
Soft Power/ Quality				
Smart Power/ Promotion				
Appeal Power/ Placement				
Leverage Power/ People Workers				
Leverage Power/ People Communities				
Leverage Power/ Companies Stakeholders				
Leverage Power / People Stakeholders				
Leverage Power / Trustship				

Section 2: Perception in term of being a Prosumerzen Company**Identifier: Prosumerzen see page 6**

Identifier	National Perception	Perception inside the Economy-world (to specify)	International Perception (to specify)	Additional Notes
Relation with the Ecosystem Society				
Relation with the Ecosystem Environment				
Relation with the Ecosystem Spiritual				
Relation with the Ecosystem Body				

Section 3: Contribution Rate Per Capita to Humanity

Key Questions	National Perception	Perception inside the Economy-world (to specify)	International Perception (to specify)	Additional Notes
Is this Company contributing?				
If yes: why?				
If yes: how?				
If yes: why?				
If yes : where is making the difference?				
If yes: strengths /weakness on doing that				
If yes: the best to fix to improve				
If yes the lesson(s) to learn about				
If not: why not?				
If not: how?				
If not: where?				
If not the biggest leverage on jeopardizing the Humanity?				
Is that reversible? And if it is, how?				

Section 4: Final Comment

The must in order to fix and to improve: