Don’t be fooled that you’ll always be in control of your brand. The reality is, it’s owned by the world. Recognize the global diversity of the people you serve. There are no boundaries or constraints in the digital age that will limit someone from hijacking your brand and taking it where they want. Which can be great when it happens in the right way. But, you need to be ready to quickly react when it happens in the wrong way.

The organizations that rise above the noise, who challenge the convention. The ones who are able to look left when others are looking right, they’re the ones that build better brands. They have the foresight and empathy to see through the eyes of their customers to quickly innovate and deliver unforgettable experiences.