

**CULTURE**  
— DRIVES —  
**BRAND**

K A R I A N N E F A L L O W



# BRAND

— FROM THE —

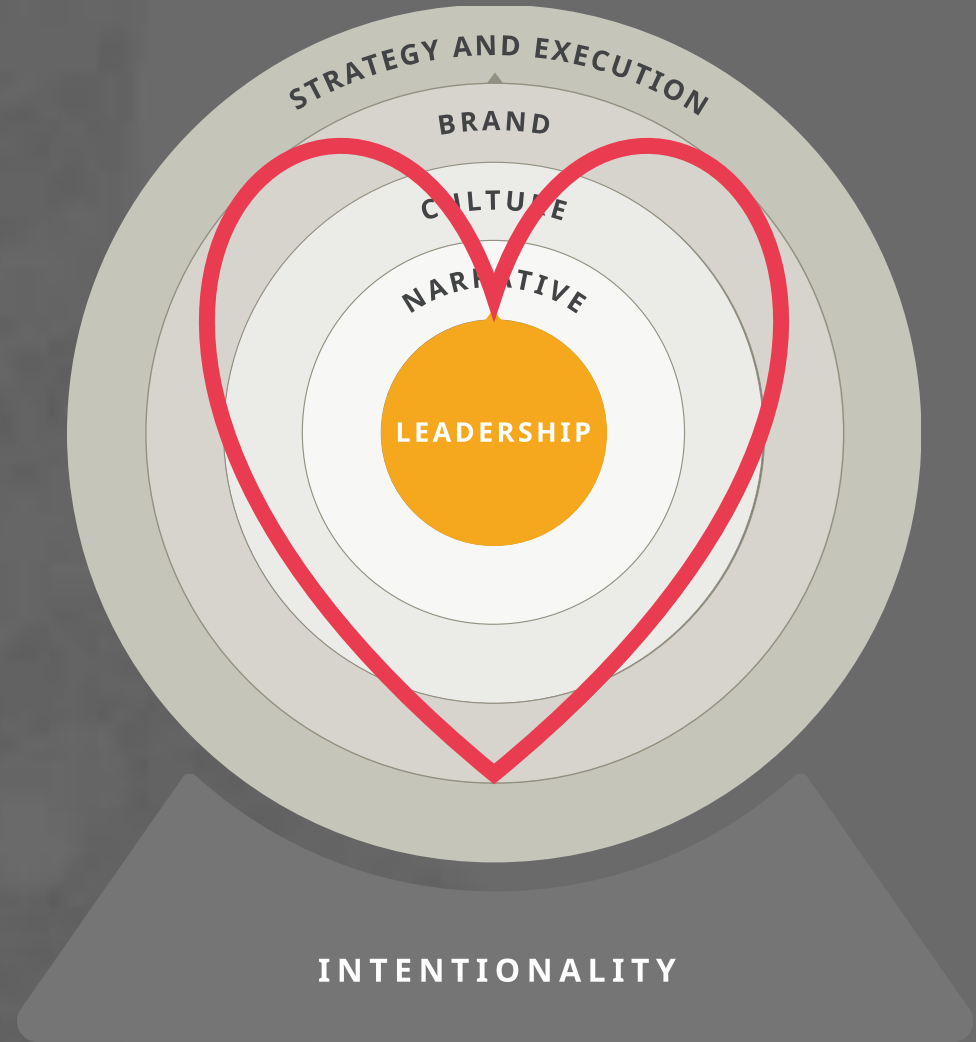
# INSIDE OUT



# BRAND

— FROM THE —

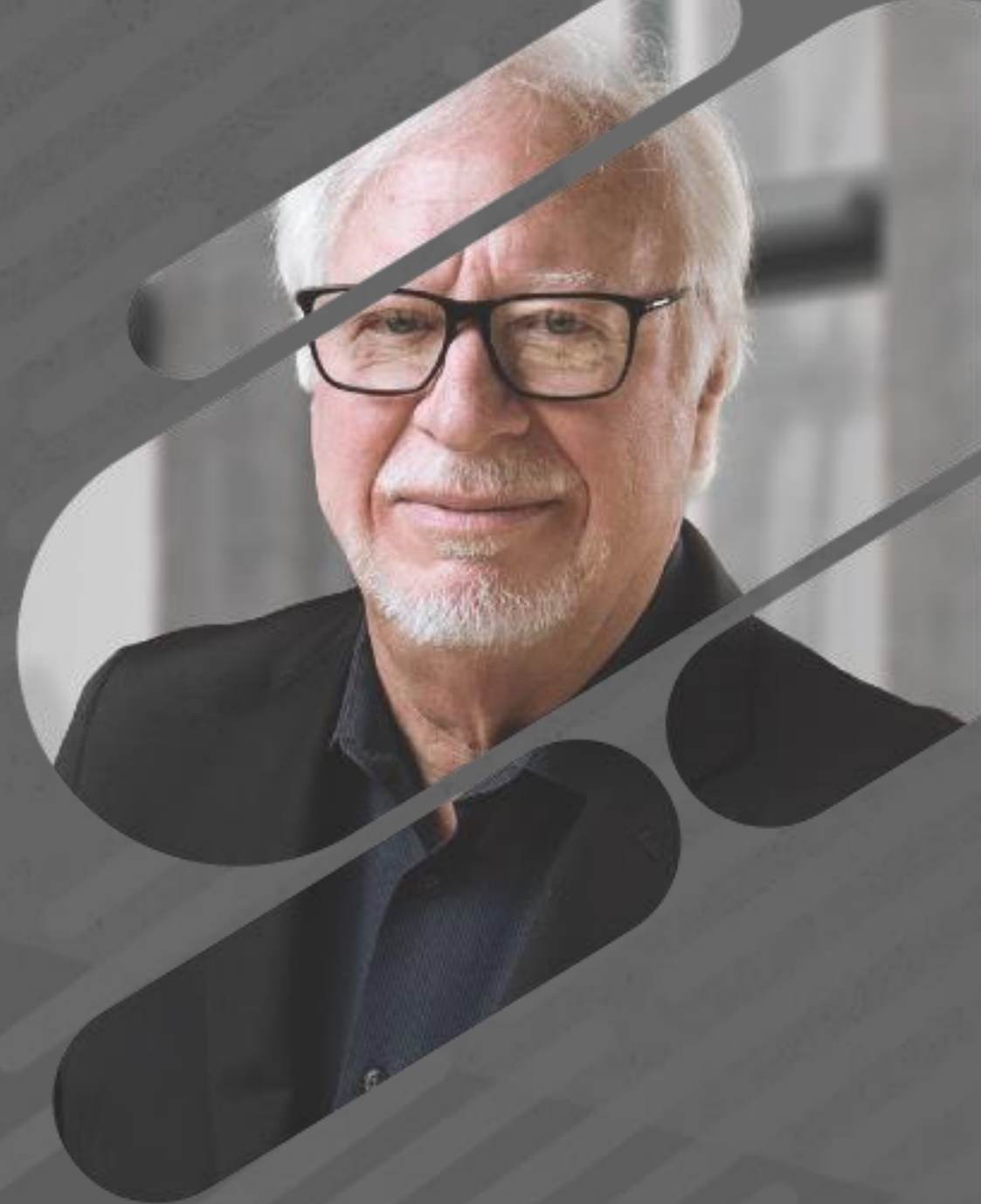
# INSIDE OUT



“

*Brand is not what you say  
it is, it's what they say it is.*

MARTY NEUMEIER  
AUTHOR – THE BRAND GAP





*Leaders craft stories; stories drive people; people create culture; culture drives brand.*



K A R I A N N E   F A L L O W



fly the friendly skies

“

*Most company's strategies  
have no heart.*

BALAJI KRISHNAMURTHY





CULTURE  
— DRIVES —  
BRAND

# *The Power of Intentionality*



K A R I A N N E F A L L O W

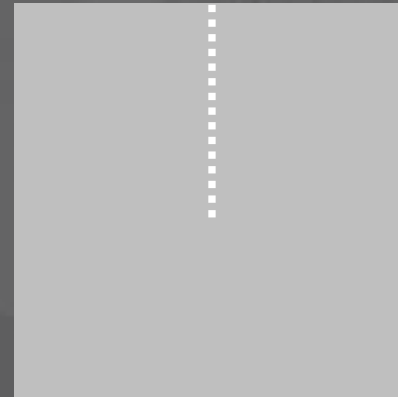
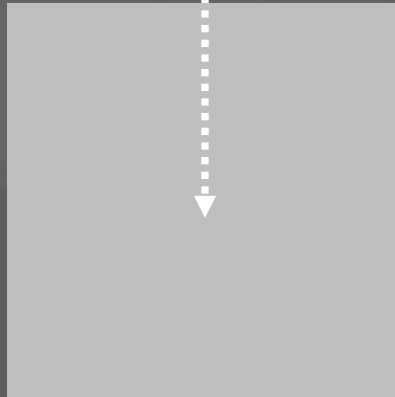
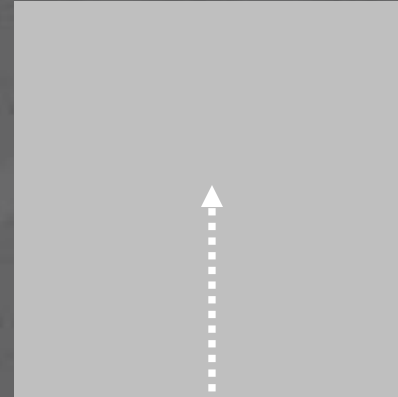
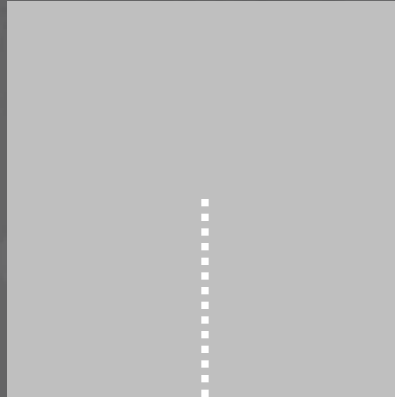


UNCONSCIOUS

CONSCIOUS

COMPETENT

INCOMPETENT



CULTURE  
— DRIVES —  
BRAND



*Clarity*



K A R I A N N E   F A L L O W

CULTURE  
— DRIVES —  
BRAND



# *Consistency*



CULTURE  
— DRIVES —  
BRAND



*Authenticity*



K A R I A N N E F A L L O W



# *Leverage* — and — *Legacy*



K A R I A N N E   F A L L O W

# BRAND

— FROM THE —

# INSIDE OUT

