

Master Your Brand

#Brandiac—to master the entire thought process of a service or product offering and its impact on the earth.

—Akia Garnett

Brandiacs Change the World

When I made the connection between marketing, branding, and sustainability, I knew I had found my career path. It was incredibly rewarding to get it. I had been scratching at the surface for years, because I knew there was more to communication than just a successful company and greater bottom line. Perhaps you have heard that the first step to building a brand is to have passion. When there is no passion for the marketing of a brand, it's just transactional. Place this ad. Research this market. Create this flyer. Book floor space at this tradeshow. Create X number of impressions. Generate leads, etc. As important as it is, knowing the numbers and how they are connected does not represent passion either. Buying online ads, using analytics, refreshing or overhauling a website is still not about passion. Those things represent transactions and help companies grow.

What's wrong with that, you ask? Isn't business about growth? The answer is yes, and also no. Of course, we must make our companies grow. If we're not showing that we're growing, then we're practicing a hobby, and not running a business. So, growth is important, healthy, and mandatory. Changing the world, however, is not mandatory. Directing that change must be deliberate. Positive impact won't all work itself out in the end. We must make intentional steps toward changing the world, seeking full awareness and accountability of what we do in business and its chain reaction today and in 10 years. Operating in our passion allows us to begin the process.

I'm grateful to have the opportunity to speak with many business

owners and entrepreneurs. I've done international research and work as a speaker to advocate for economic stimulation and equality of all persons based on the opening of supply chain opportunities.

So, I know becoming a #Brandiac is not about wearing your emotions on your sleeve. It's about researching and continually learning the aggregate impact of anything that we sell. Knowing the full impact, and allowing that to lead all business efforts, changes the way your workforce is trained. It changes the types of investors you'll attract. It changes the people in society who'll support your initiatives. It changes the types of opportunities to pursue. It changes the products and services you offer, and the way you offer them. It changes profit margin allocation. It changes every single action done in an organization or company, and it changes the way the world views a company.

This concept becomes so radical that it can create a company name change, organizational structure, and so much more. It can cause a massive lay-off of an entire division, or a major hiring initiative for a new vertical. You may have seen some companies who sought to ignore their impact on the earth and all that's included in the earth, only to be forced to make considerable changes to their brands. Think of airlines, fast-food chains, automotive manufactures, financial services firms, oil companies, and beyond. #Brandiacs are not very often surprised by the market, because they study it and they prepare for potential peaks and valleys.

I have been building a list of small business firms that I believe exhibit #Brandiac qualities. This edition's #Brandiac nod goes to **eWaste Tech Systems, LLC**, a firm out of Richmond, Virginia, which is saving the earth one **U.S. Environmental Protection Agency (EPA)**-compliant

OEM disposal at a time. **eWaste Tech Systems**, owned by CEO **Felipe Wright**, also gains a nod for working to retool and train often excluded segments of the population. They are a service disabled veteran-owned, HUBZone, and small and disadvantaged business, specializing in green information technology sustainability and asset management, data destruction and disposition services, and electronic waste (e-Waste) disposal. They're also a certified minority-owned business. Find out more about them at www.ewastetech.com. Stay tuned to future columns to see other highlighted #Brandiacs.

What types of companies have #Brandiac potential? All. From the best performing financial institutions on Wall Street to the one-stop gas station owner on a country road in Idaho. It all counts. From a microeconomics point of view, their ability to contribute to any city, county, or state is great. From a macroeconomics point of view, their ability to contribute is greater. Begin connecting the dots with your own company's greater impact on the micro and macro economy. Once you gain greater insight on your sustainable impact, you too may experience your brand *aha* moment, and I would love to hear about it. Email me at a.t@MasterYourBrand.com. ♦

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