

Differentiation, Messaging, and Value Props

LCW | Fall 2022



Leading in a
Culturally Diverse
World™

LCW's Mission, Vision, and Values

MISSION

- To inspire kindness, deepen understanding, and foster equity in the communities where people live and at the organizations where they work.

VISION

- We are a team of innovative, caring agents of change who apply our cultural competence expertise and lived experiences to push the boundaries and shape the future of global work.

VALUES

At LCW, we value...

- **Advocating** for equity through cultural competence
- **Innovating** transformative solutions
- **Wowing** our clients, each other, and ourselves
- **Listening** for discovery and understanding
- **Sustaining** ourselves with wellness, inclusion, and fun

Value Propositions / Key Differentiators

**Ranked by priority*

1

“We bring global experience and cross-cultural expertise”

We are the premier cross-cultural and DEI consulting firm for global and multi-cultural companies

2

“We are flexible partners that adapt to clients’ needs”

We have a reputation for creating personalized solutions for our clients’ most complex problems

3

“We are experts that have experience getting results”

Our solutions are informed by 20+ years of global experience and deep subject matter expertise

4

“We know transformation takes time and journey alongside you”

We partner with clients for sustained, long-term transformation and impact with measurable goals

5

“We deliver impactful solutions that solve clients’ complex challenges”

Our client satisfaction is exceptional as demonstrated by our NPS score of 74 (through Q3 2022)

Positioning Statement

LCW is the premiere cross-cultural and DEI consulting firm specializing in work with global and multi-cultural companies. Our 20+ years of international experience and deep subject matter expertise make our team uniquely positioned to create personalized solutions for our clients' most complex needs. We know that creating authentic equitable workplaces is a journey, and—accordingly—we leverage a structured, long-term approach to create resilient mindsets and systems. LCW is your partner for success in a culturally diverse world.

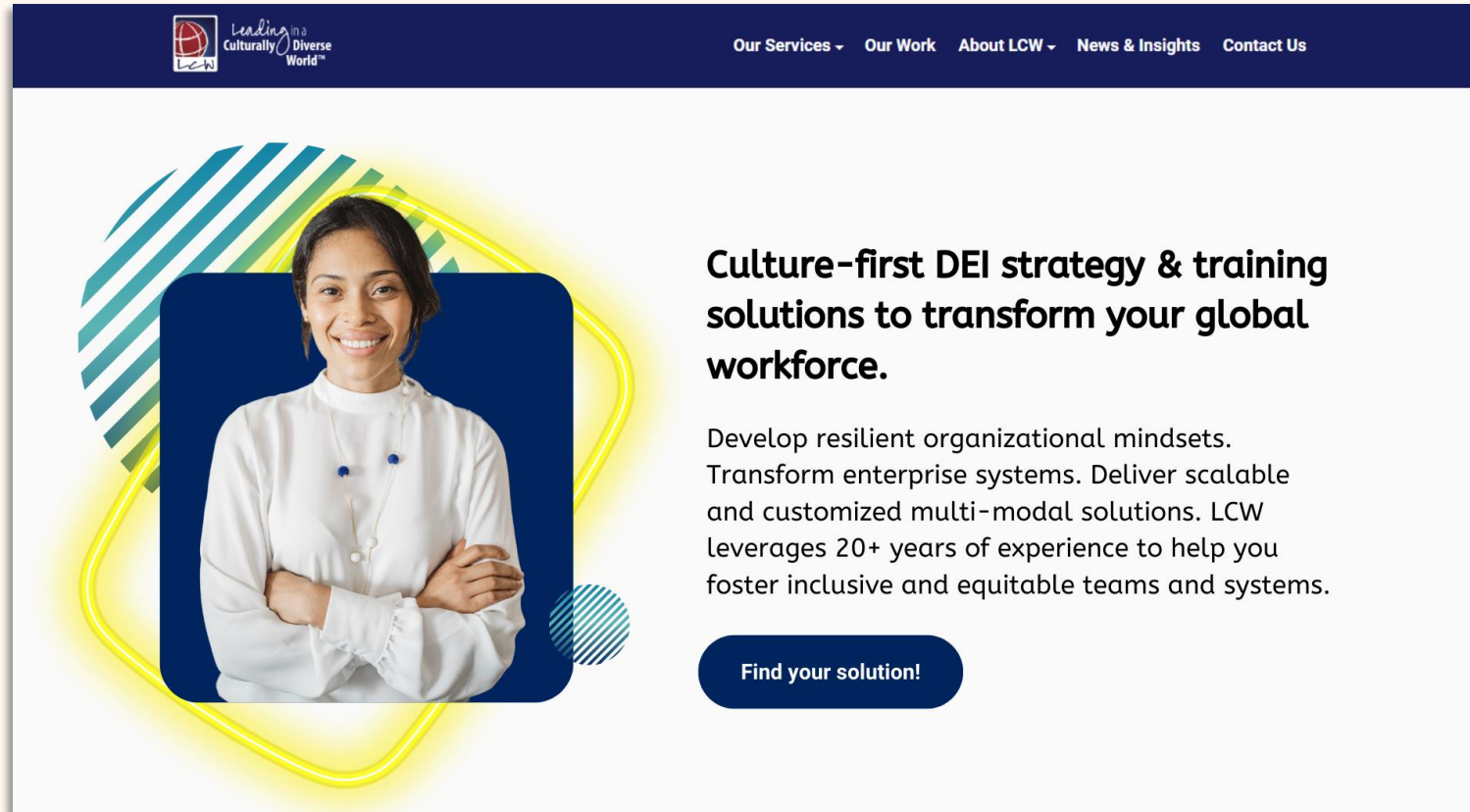
Our positioning statement is a distillation of the firm's brand positioning that supports all subsequent messaging. This is an internal practical statement – not to be confused with a mission or vision statement.

Elevator Pitch

LCW is the premiere DEI consultancy for global and multi-cultural organizations. We help develop the mindsets and systems needed to foster resilient, diverse, and equitable teams that will be successful in a cross-cultural world.

Our elevator pitch is a statement free of technical jargon that explains what we do and how we are different, but it is conversational and short enough to be paraphrased in conversation with clients.

Website Value Prop Headline:



The image shows a website mock-up for Language & Culture Worldwide (LCW). At the top left is the LCW logo with the tagline "Leading in a Culturally Diverse World™". To the right of the logo is a navigation menu with the following items: "Our Services", "Our Work", "About LCW", "News & Insights", and "Contact Us". The main content area features a portrait of a smiling woman with her arms crossed, wearing a white blouse. The portrait is set against a dark blue background and is surrounded by a glowing yellow and green circular graphic with diagonal stripes. To the right of the portrait is the headline: "Culture-first DEI strategy & training solutions to transform your global workforce." Below the headline is a paragraph of text: "Develop resilient organizational mindsets. Transform enterprise systems. Deliver scalable and customized multi-modal solutions. LCW leverages 20+ years of experience to help you foster inclusive and equitable teams and systems." At the bottom of this section is a dark blue button with the text "Find your solution!" in white.

(Mock-up only – new website coming June 2023)

Voice & Personality

When we write and develop documents, we want to convey a voice and personality that bring our content to life.

Expertise

We're knowledgeable but pragmatic.

Authentic & Approachable

We meet people where they're at in lasting, professional partnerships.

Passionate

We're dedicated to creating sustainable, positive change.



Tone

To ensure that our communications are consistent and clear across all content, keep the following guidelines in mind:

POSITIVE: A client once said, “LCW has a way of making people feel good, despite their ignorance and discomfort with some of these topics.” Some may feel a little overwhelmed or even defensive about topics relating to culture, diversity, etc. Maintaining a positive tone helps pave the way for learning and growth.

DOWN-TO-EARTH: Remember that your audience may not be familiar with certain terms and phrases. While our intent is to educate, it’s important to meet our audience where they’re at and avoid anything that comes off as jargon.

PERSONABLE: Always write as if you are having a conversation directly with the reader. Use first person and second person whenever appropriate.

CONCISE & DIRECT: In consulting and other traditional professional services firms, there's a tendency to pack as much information as possible into a sentence or a page. Avoid run-on sentences and unnecessary words. Even when describing complex topics or items, it is best to break it down so as not to lose your reader.