



**Plumber A**  
always arrives looking great



**Plumber B**  
always arrives and  
finishes on time



**Plumber C**  
offers the lowest price

**Differentiation contributes to brand expectation.**

How are *you* differentiated from your competitors?

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**The 4Ps form an outline for important questions you should ask yourself.**  
How would you describe your institution using this outline?

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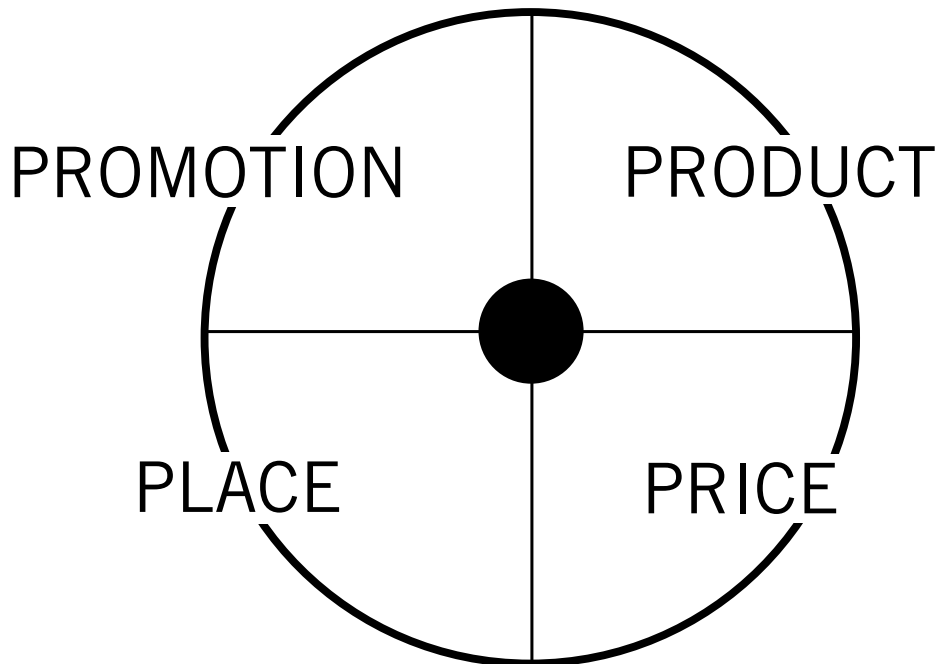
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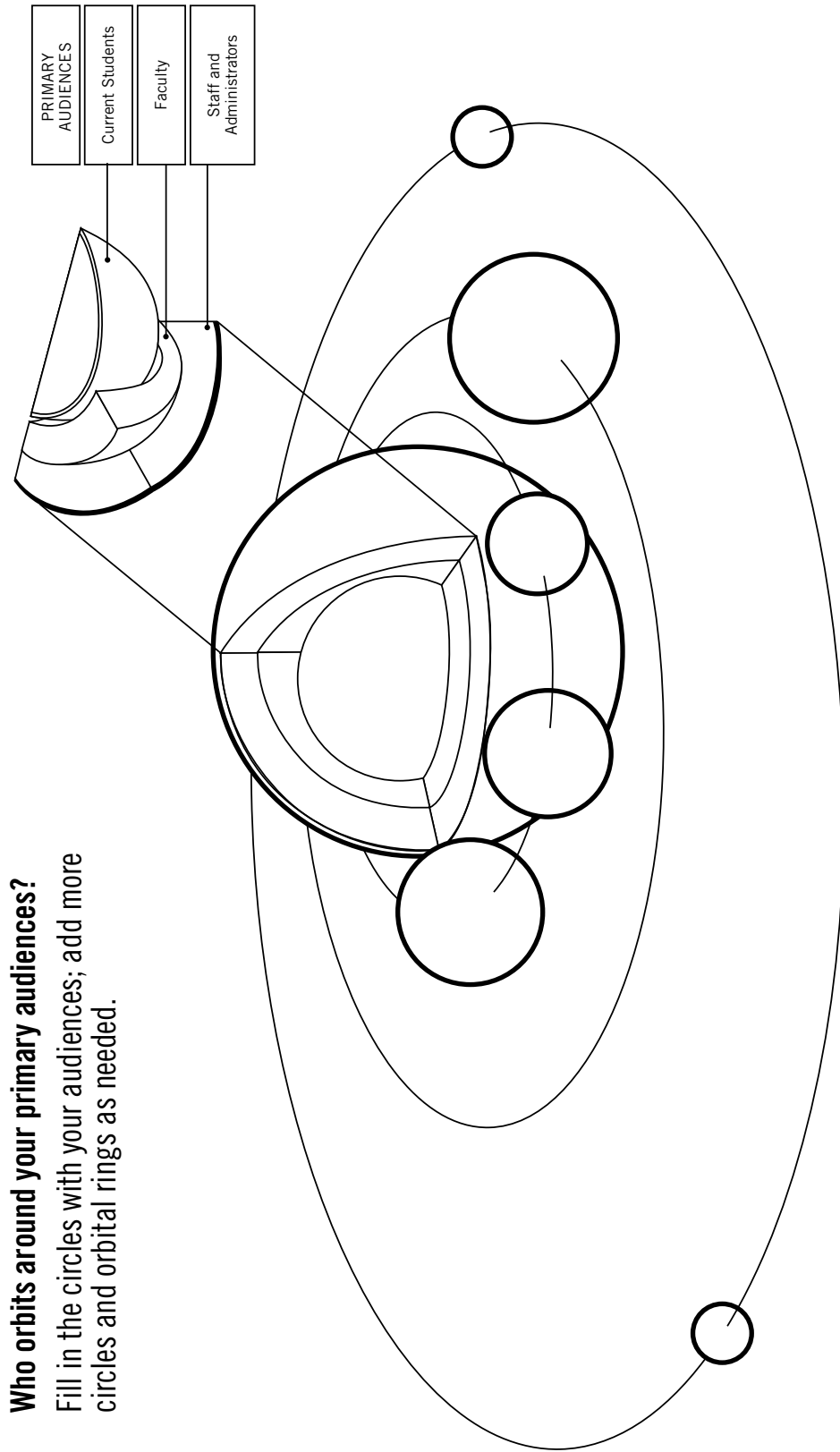
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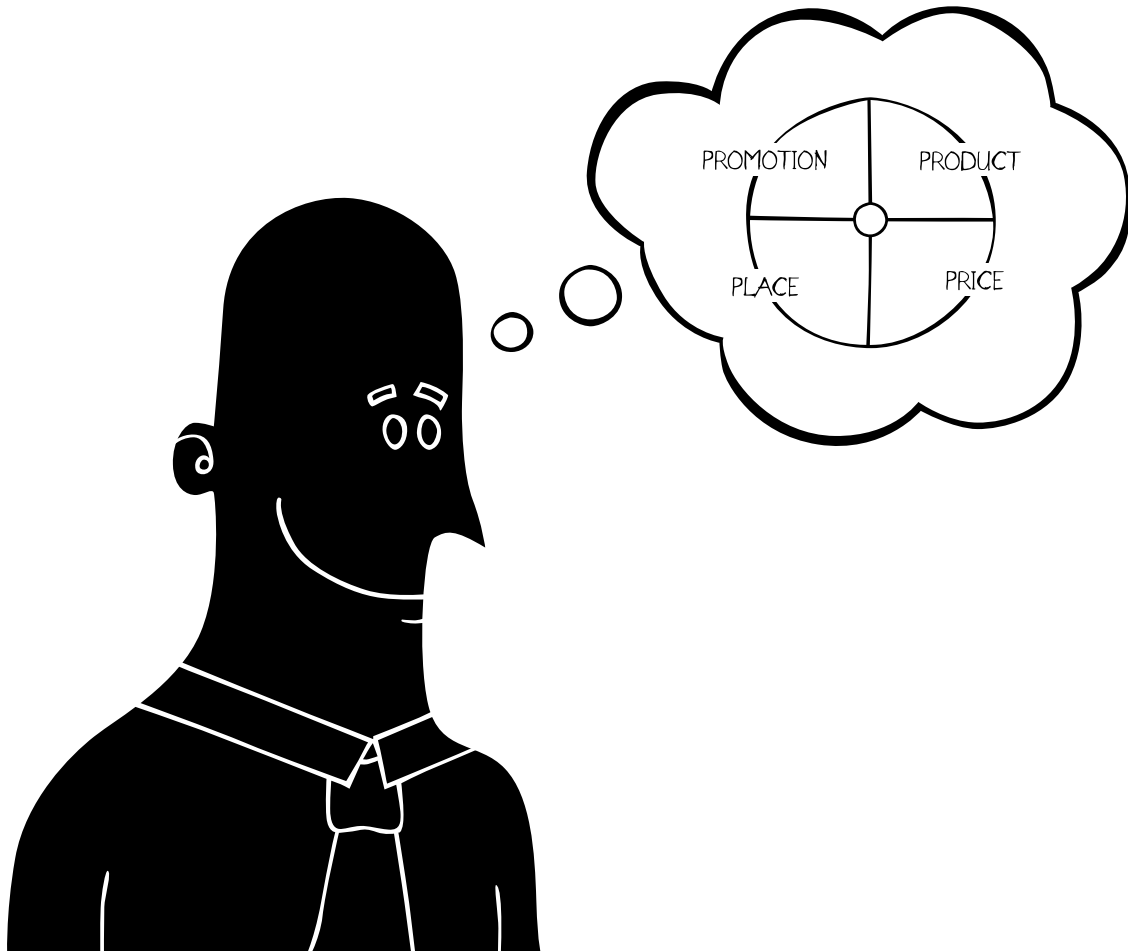
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**Who orbits around your primary audiences?**  
Fill in the circles with your audiences; add more circles and orbital rings as needed.



**With every transaction, you and your customers process the 4 Ps.**

Are you building trust—and coherence—with every transaction?

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