

# To USP or not to USP

*What does your name say about who you are?*

*How important is USP for a company? We asked ourselves some tough questions. And came to some edifying conclusions that make us doubly sure of our raison d'etre and our commitment to the business of HR.*

**W**hat is a firm's specialty? What are its associations? What does a brand stand for? How important is USP for customer acquisition? Does USP define what you are and what you are not?

Questions that always have haunted us, more now than before.

Before I guide you towards my line of thought here are a few random words and here is the way to read them: Breathe in, read a name, breathe out, read a name.

Repeat.

Roger Federer, Nike, Swatch, Macbook, NRN, Pink Floyd, Medha Patkar, Sony, Hugh Hefner, Levi's, Stephen Covey, Dave Matthews, B52, Titanic, Stevie Wonder, Maria Montessori, 26/11, Osama Bin Laden, Michael Dell...

See where I am going with this? Did the neurons in your brain not fire in different directions with each name? Immediately, you have a frame of reference for each of those terms.

OK, now here's another couple of words

Talking Heads...

Apart from a rock band that used our name in the past (or was it the other way?) do you even remotely think HR?

That is my problem. And that is my opportunity.

We are a "there's something for everybody" kind of place and folks we meet make it a point to drive that message home.

So, off we went in search of an answer: Who ARE we? What is our niche?

We toiled, wrote, argued, debated, tore out our hair, Googled, ogled...

The mind still boggled.

We then looked at the journey of association that some of the names I mentioned went through. And we asked ourselves: What was the common thread?

At their very core, it was *performance*.

That gave us a clue. The common thread across all our Talking Heads assignments is that we are a business in the area of *human performance*.

The light shone through. We had a start. It was an exciting realization.

So, whether it was the digital media services firm *assignment* or the UK retailer *job* the truth of the matter is that we have enhanced human performance and that is what the firm is about.

What I am not telling you is that we are on the cusp of building Talking Heads ver 2.0 based on this powerful concept and you need to keep coming back to the *website* and the *blog* to find out more.

I wanted to extend this train of thought and give you all the dope till someone told me that that would make me the first organizational leader who revealed strategy over a newsletter. 😊

Apart from being a first at *something*, it seemed to have limited use.

Hence, the end.

And the beginning - of our new quarterly newsletter, Heads Up.

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Some success stories we tell ourselves at bedtime:  
<http://talkingheadshr.com/show.html>