

# Tribal DNA Model

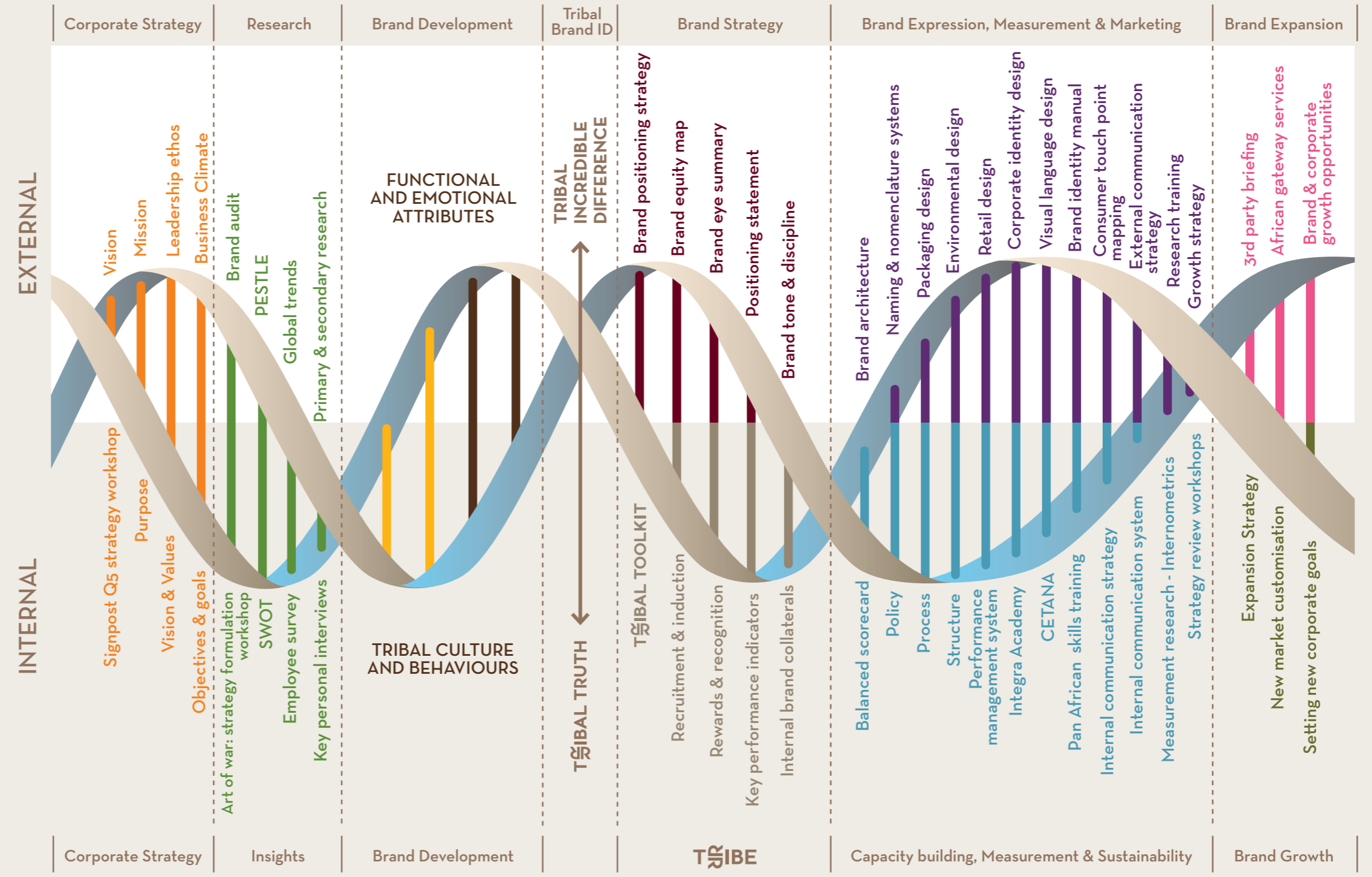


- CORPORATE STRATEGY
- POSITIONING SPECTRUM
- BRAND STRATEGY
- TRIBAL EXPRESSION
- TRIBAL IMPLEMENTATION

## BRAND EXPERIENCE

**T<sup>RI</sup>BE** - Talent, return and retention through internal brand engagement

**CETANA** - human capacity development  
 - cultural intelligence  
 - organisational stress management



Capacity building, Measurement & Sustainability

Brand Growth