

S1E5: Understanding Brand Strategy and Living Up to the Measure of Your Creation with Lindee Nance.

Show Notes

On this week's episode, we chat with Lindee Nance. Lindee is the Vice President of Marketing and Advertising for Harmons Grocery where she collaborates across operational teams to craft a compelling brand story to drive sales and create brand advocacy. Lindee grew up as a small-town girl with a love for writing and communication. She previously led a career as a journalist and photographer in the magazine industry, but how did she get to where she is today? In this episode, we're going to pull back the curtain on how she became the VP of a regional grocery chain and what it's like to work with an agency to grow your brand. We find out how Lindee communicates effectively with such a large team; discuss the value of story-telling in today's competitive world; and the importance of developing authentic relationships as an individual and as a brand. By the end of this episode, you won't only understand more about effective brand strategy, but you'll also feel empowered to live up to the measure of your creation. An inspiring woman, with an inspiring story.

Key Points from This Episode:

- Find out about Lindee's love for words and communication.
- How Lindee landed at Harmons from a career in journalism.
- Why Lindee went on to do her Master's in English Literature.
- Connecting with your audience through food and storytelling.
- Transitioning into an already established team at Harmons.
- The importance of observing, asking questions and being vulnerable.
- Imaging a brand as a persona: Lindee's first step in brand strategy.
- How Lindee got promoted to be a board member after just six months.
- Managing communication with 17 locations and store directors.
- Why the business world is made up of two types of people.
- Find out what Lindee's favorite part about working for Harmons is.
- Learning the value of developing authentic relations and connections.
- Understand more about developing marketing campaigns through an agency.
- And much more!

Tweetables:

“More and more, in our industry at least, we are seeing that people are connecting with stories.”
— @LindeeA [0:13:00.1]

“Once you can admit that you don’t know everything, and be vulnerable, people are so willing to help you.” — @LindeeA [0:15:45.1]

“You have to develop a team that’s better than you, then get out there and let them do what they do best.” — @LindeeA [0:51:10.1]

“Live to the measure of your creation.” — @LindeeA [0:58:17.1]

Links Mentioned in Today’s Episode:

Harmons Grocery – <https://www.harmonsgrocery.com/>

Lindee Nance on LinkedIn – <https://www.linkedin.com/in/lindeenance/>

Lindee Nance on Twitter – <https://twitter.com/LindeeA>

Give and Take by Adam Grant – <https://www.amazon.com/Give-Take-Helping-Others-Success/dp/0143124986>

How Brands Grow Audiobook – <https://audiobooksbookshop.com/product/how-brands-grow-what-marketers-dont-know-byron-sharp-audiobook/>

Dear Sugars Radio Podcast – <https://itunes.apple.com/us/podcast/dear-sugars/id950464429?mt=2>

How I Made This Podcast – <https://www.npr.org/podcasts/510313/how-i-built-this>