

Overview

Model for

“Prestige-based Competitiveness”

“THE ARCH OF PRESTIGE”

Essential Identity > Prestige

Evolution is a constant from which markets cannot escape. That change may involve different degrees of transformation, according to several factors. For many reasons (e.g., depletion of resources, exponential increase in productivity), in the first two decades of 2021, markets are evolving from a highly competitive nature to hypercompetitiveness. Therefore, models designed to thrive in business environments have to adapt accordingly. The question is if there’s any model for competitiveness available.

Nevertheless, even if the effort is enormous, establishing a pattern for the business dynamics is the only way to learn and improve with a high probability of success.

The **syncplexity** model of business competitiveness, which Mr. Josep Alzamora and his team have developed since 2000, is based on a specific sense of prestige. The design of this proposal, which is intended to facilitate the **effective transformations** that businesses require to succeed in **hypercompetitive contexts**, is built on the foundations of four essential criteria: robustness, fullness, substantiveness, and coherence.

Prestige—Many businesses may think their brand is prestigious, yet many discover the hard truth when they can barely survive a severe crisis; sometimes, they don’t. The concept of prestige proposed by syncplexity refers to a competitive capacity based on a “constant and intensely growing appreciation towards what the business/brand offers so that it can become the consumer’s preference.”

The four essential criteria of syncplexity are:

Robustness— Good results must be guaranteed and reproduced without errors. Beyond delivering flawless products consistently, a business must ensure the expected outcomes of its decisions.

Fullness— Enduring competitiveness lies in personal growth through positive behaviorism. Every person must be able to develop their full potential, even if they are not always aware of what it is or how to do it. To this effect, people must be able to make a perfect fit between what they do, want, and are so that they can develop their full potential.

Substantiveness— Foundations for competitiveness are solid enough to overcome severe crises or disruptive changes. The first pillar of that solidity is the knowledge of consumers’ genuine desires and effective transformation into unique and appreciated features. Real and systemic emotional bonding is the second pillar of having solid competitive foundations.

appreciation towards what the business/brand offers.”

A genuinely prestigious brand is one that has built tenaciously and patiently authentic and systemic emotional bonding with its customers. Therefore, when the core connection brand-customer is a true emotional bond, an economic meltdown has a more controllable effect. In that appreciation process, the added value's perception is enough to make the offer preferred by consumers, still not being the lowest priced.

Coherence—The emotional bonding required to survive hypercompetition can only grow in an environment of congruity, where all parts of the business fit together naturally.

The complexity of generating actual prestige lies in several facts. The first one is that consumer appreciation of our products requires knowing their expectations, but we can hardly even listen to their needs; in fact, do we even know the difference?

The second fact is that an emotional bond is quite complex to build, requiring individual efforts and changes. As a result, where companies think they are building emotional links, there are just substitutes unable to face the effects of a dire crisis.

Finally, the impact of how social and economic environments have changed, going from high-competitiveness to hyper-competitiveness. Thus, where before it was necessary to develop some unique feature to compete, it now requires a whole conceptual substantive universe.

Methodology > Expansive Emotional Influence

The **Expansive Emotional Influence (EEI)** is the solution that has developed **syncplexity** to facilitate the systemic development of useful innovation and creation of authentic emotional bonding between a brand and its consumers; in other words, to build prestige brands.

The EEI methodology has been put it to the test in different countries and several business sectors since 2013. The previous versions on which it is based-Organizational Development and Sustainable Viability-have been developed and tested since 1996.

The **Expansive Emotional Influence** methodology is structured around its primary goal: building prestige brands for hypercompetitive contexts, which will become customers' preferences sustainably.

A prestige brand can become the consumer's preference steadily.

This goal will mean a real paradigm shift for many companies, which can only occur if the essential dynamics of achieving results are correctly understood

The deployment of the EEI methodology is based on four primary factors and their corresponding methods:

- **Subject**— The ability to perform a high-profile decision-making process—business vision—, and the positive emotional energy required to create emotional bonds are achieved through individual behavioral change. That is the factor responsible for creating positive emotional energy.

- **Object**— A business must have a substantive concept to develop a coherent and innovative offer with truly differentiating —unique— elements. That is the factor responsible for shaping positive emotional energy.

- **Connection**— The constant and intensely growing appreciation towards a business offer can only be achieved if the company is permeable and systematically integrates the consumer’s true desires, not just their needs. Furthermore, how the offer is disseminated will also be a determining factor in building emotional sturdy connections. That is the factor responsible for **channeling** the emotional energy.

- **Structure**— The organization’s structure—activities, processes—must be adaptive to environmental dynamics. Hence, both design and operational flow must coherently and efficiently sustain the requirements to develop a low-cost conceptual universe. Having highly committed people is a crucial element of the business structure. That is the factor responsible for driving positive emotional energy.

The *prestige-based competitiveness* obtained from the dynamics of the EEI’s four primary factors can be explained as the effect of perceived substantiveness (generated by useful innovation through substantive features at a competitive cost), which offered consistently will contribute to building authentic and robust emotional bonds, as summarized in the formula below.

$$cP = f[(eb_{(ui)})^p]^{ch}$$

Where:

cP= competitiveness *prestige-based*—a function of:
 eb= emotional bonding
 ui= useful innovation
 p= perception
 ch= coherence

Consistency, as well as perceived substantiveness of what is offered, play a determining role in developing a brand's prestige.

Table 1: The four primary factors of the Expansive Emotional Influence.

Results > Expedition Dynamics

The implementation process of **syncplexity** emulates an expedition to climb a mountain, which passes through a series of phases, each returns specific results. The chief outcomes produced in each stage of the “expedition” result from the constant dynamics of the four fundamental factors mentioned above, and its corresponding methods and tools, with which the **Expansive Emotional Influence** (EEI) materializes.

Through a series of learning and analysis sessions to support decision making, which is a crucial element of the implementation process, the progressive deployment of the **Expansive Emotional Influence** factors will leave a set of institutions to maintain coherent daily management.