

TRANSFORM CONVENE EMPOWER ACCELERATE

Developed a bold strategy and brand framework to bring the Group's four separate brands together in a "constellation"

Case Study: Delphi Group & GLOBE Series

The Delphi Group has long been recognized as a national leader and trusted advisor to corporations on issues of sustainability. The firm has an influential role in Canada's progress on the myriad issues associated with climate change and on the shift toward corporate social responsibility. So we were grateful to be invited by our friends at Delphi to help them define the strategy and cohesive identity for their next era.

”

Many of Junxion's clients are making the bold leap to a new way of doing business.

MIKE GERBIS,

CEO, DELPHI GROUP AND GLOBE SERIES



The Business Challenge

In 2016, Delphi acquired the rights to produce the biennial GLOBE Series conference—one of the world’s most important convenings of senior environmental changemakers. Cautious to maintain GLOBE Series’s position as an ‘honest broker’ and trusted convener, they elected not to align or merge the Delphi and GLOBE brands. By 2018—after two GLOBE Series events under the new leadership—it was time to develop a strategy to draw more value from their unison. “We know our peers in the marketplace trust that we’ll continue to invite all like-minded players to GLOBE,” explained Mike Gerbis, Delphi Group’s CEO. “Having earned that trust, we’re now ready to explore how we can make one plus one equal three.”

We brought Junxion in to help us think through our new business model, because we wanted a fresh perspective that was grounded in social innovation and new economy thinking. Like us, they and many of their clients are making the bold leap to a new way of doing business. Their approach was collaborative, supportive, and effective—and our collaboration is a great success. And it didn’t hurt that one of their core values is ‘fun!’

How We Helped

Junxion was engaged as a strategic advisor to The Delphi Group. Our assignment was to define options to unite the Delphi and GLOBE Series brands, along with Leading Change and EXCEL Partnership. The obvious answer was to develop a new name and identity, unifying all the organizations. However, recognizing Delphi’s leadership and accomplishments and the reach and influence earned by GLOBE Series, we recommended a bigger, bolder approach.

Drawing on our experience and expertise in social innovation and on frameworks for collaboration amid complexity, we developed a strategy and brand framework that aligns the four brands in a ‘constellation.’ Each brand has its own important mission and shines brightest in its own specialty area: Delphi consults. GLOBE convenes. EXCEL empowers. Leading Change activates. Each complements the others in the group, but all the brands are aligned toward the same shared vision—‘to achieve a sustainable, prosperous and socially just future in a generation.’

Once the strategic framework had been established and approved, we set out to develop a cohesive set of brand identities for the four ‘stars’ in the constellation. These new brand identities are being rolled out by the group’s internal marketing and communications team, starting with GLOBE Series, in advance of their 2019 GLOBE Capital conference.

In an email announcing the new business model and brands, Gerbis said, “Our organizations have always been ambitious—after all, the stakes are high. Nothing short of transformational change is required to shift our business and economic landscape. We need bold action and a big tent for all the difference makers and game changers.”

Measuring Success

As Gerbis points out, the four organizations within this newly formed constellation are ambitious. So it’s not surprising that he acknowledges in his launch email their commitment to “deliver greater results and offer more opportunities to [their] clients and partners” as they look to have “a bigger impact in Canada and beyond.”

As the new brands roll out, we’ll work with Delphi and GLOBE to measure and evaluate their collective performance as they pursue their newly articulated, shared vision.

Are you ready to define your social purpose and embed it in your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.