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The Stengel approach Stengel suggests 5 key steps to develop an ideal driven organisation: 1. Discover a brand ideal 2. Build the business culture around the ideal 3. Communicate the ideal internally and externally 4.

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GROW: ACTIONABLE BOOK SUMMARY BY OMAR M. KHATEEB  
HOW IDEALS POWER GROWTH AND PROFIT AT THE WORLD'S GREATEST COMPANIES 2. ABOUT THE AUTHOR ► Jim is the former Global Marketing Officer of \$84 billion Procter & Gamble, where he oversaw an \$8 billion advertising budget and had organizational responsibility for nearly 7,000 people.

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I recently caught up with Jim Stengel, who is the author of *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*. He is the former CMO of Procter & Gamble and led their effort ...

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