

*SICU is all about people, SICU people all about professionals.*

## ORGANIZATIONAL STRUCTURE & BRAND SYSTEM

**SICU is like a living organism. In the end of every nerve fiber, there are individuals who are connected with the nerve center, the mobile head office and processor operating in Helsinki. Symbiosis can be defined as a close association between two different types of organisms in a community.**

In the "SICU Symbiosis" the two organisms in question are SICU (Synergy Integrated - Connects the Unconnected) representing the registered marketing name of my business activities in Finland, and SICU SSG (SICU Synergy Solutions Group) representing a globally active virtual organization & co-brand of SICU. This concept has been created to give you a better idea of what the SICU context is all about, and in what kind of a framework you have been given an opportunity to co-operate as an affiliate, global partner, and/or as an individual client.

### The background

The background of the SICU brand name, slogan and symbol was Synergialaitos.Com – Connects the Unconnected and its philosophy, the Synergysophy, which where founded back in 1999 as the marketing name of two companies: T & M Project Management and Tomcom Marketing Communication Oy founded in 1991 and 1996.

It was all about to connect two organizations into one, and to cultivate strong associations about an entirely new multidimensional organization operating in the intersection of marketing communication and project management - to make a difference, and to generate attention, interest, desire and action among potential clients, including Commercial and Non-profit organizations, Marketing agencies, the Media, Institutions, Federations, and producers.

Synergialaitos.Com was re-named as SICU in 2005 after a quick process of differentiation, brand building and internationalization in order to be developed and productized in two supportive service organizations (SICU & SICU SSG), and in diverse services and products.



### Organizational Structure

SICU is not only about a traditional company, and SICU SSG not only about a typical virtual organization. It's all about a "concept whole" and framework including an amount of supportive elements melted into one - to be utilized e.g. as meeting places, advertising spaces, and communication channels.

It is within this context we communicate and promote SICU and its' affiliated partners, and their services, products, clients and brands in the spirit of Give-to-Get and AIDA (Attention, Interest, Desire and Action).



1. SICU WEB-sites and blogs
2. SICU Business Networks: thousands of members globally
3. SICU Group Forums: effective marketing and communication channels
4. SICU Meeting Room: a Virtual Office for video conferences, e-meetings...
5. SICU Synergy Newsletters: to introduce, promote, market and sell
6. SICU branded products & services, sub-brands, co-brands etc.

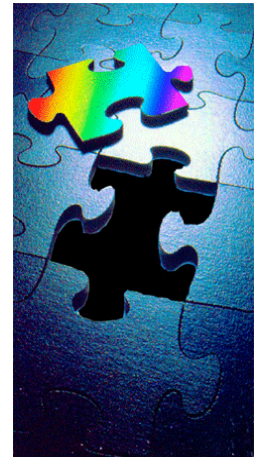
**Its here we make a major difference!** SICU is a multidimensional and functional Service-Cluster team and Think tank who can form its own organizations for single clients whenever and where ever needed.

In essence, this is an application of the virtual organization – a fluid grouping of people and organizations in order to optimally address the task at hand. A prime agency differential is SICU's ability to hire, train, and support strategic and tactical creative talent, and to use its own marketing channels to support the client's needs.

**Example:** Only in my personal SICU business network on XING, out of 14 other networking platforms, there are today more than 4 690 direct business contacts connected with more than 1, 4 million other professionals and decision makers globally. Would you like to utilize this multitasking network to form your own SICU Service-Cluster team, and to use our web-sites, networks, group forums and newsletters as a communication channel to support e.g. a global product launch?

### Think about it!

Think about the ever increasing amount of professional contacts 33 globally well connected affiliates and global partners, operating in 24 countries, have altogether right now. Think about the professional and cross-cultural expertise and “brand ideas” these members of our global networks, representing diverse professional disciplines, have and can generate altogether. If you need outside help to meet any of your unique and/or urgent needs, the agency of yours may not be the best source.



### One for all, all for one!

All the business networks, elements and opportunities mentioned above, and the brand system introduced below, should be supported and can be utilized by any of us, and naturally and especially by our clients, including traditional agencies by following the given guidelines of SICU in order to generate new “brand ideas” and concepts to be developed and executed as products, services and/or projects in the following environments all over the world.

Business-to-Business \* Corporate Social Responsibility \* Arts \* Sports \* Culture \* Tourism \* Congresses \* Seminars \* Entertainment \* Edutainment \* Experiences \* Insperiences \* PR & Marketing \* Promotions \* Design...

### The Difference between SICU and SICU SSG

It's essential that all affiliates and global partners including potential clients, sponsors and collaboration partners are aware of and perceive the difference between SICU (Synergy Integrated - Connects the Unconnected) and SICU SSG (SICU Synergy Solutions Group).

**Brand Equity Generates Value for all of us:** For us as fellow affiliates, global partners, for customers and potential sponsors who are allowed to use the SICU brand symbol to support their global appearance.



1. SICU is the registered marketing name of the professional activities of the undersigned, and his companies; T&M Project Management (1986 >) and Tomcom Marketing Communication Oy, Ltd (1996 >) representing his core businesses in the first place.
2. SICU SSG (2004 >), founded and coordinated by Tom Merilahti (SICU) is an independent, self-organizing, self-regulating organisation, and an open and flexible marketing & management agency umbrella operating globally through affiliates and global partners (Think Global, Act local).

SICU SSG should be perceived as a project of ours (affiliates), and processed as a global think tank and a service cluster team => a global structure and a project organisation, which is mutual property of all affiliates.

In other words, as SICU represents the company and core business of the undersigned, it can be compared with any of the businesses any of you as affiliates and global partners of SICU SSG represent in diverse cities and countries but globally as well.



## SICU as Brand

One of the major objectives of the re-naming was the differentiation of my activities and services into a new organization form, and to build-up a strong, globally well known brand, the "SICU brand", and to develop the brand as person, brand as organization, brand as product and brand as symbol.

## Brand Equity Generates Value

It's all about to create and to support the brand equity, a set of assets linked to the SICU brand name, slogan (Connects the Unconnected) and symbol ("synergy circles", in the major asset categories: 1.) Brand name awareness, 2.) Brand loyalty, 3.) Perceived quality, and 4.) Brand association.

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***What do you need to be the best? Concentration, Discipline, and a Dream!***

- Florence Griffith-Joyner, Olympic Gold medalist

***An Orange... is an Orange... is an Orange. Unless, or course, the Orange happens to be a "Sunkist", a name eighty percent of consumers know and trust.***

-Russell L. Hamlin, CEO, Sunkist Growers

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## Brand Identity

A person's identity serves to provide direction, purpose, and meaning. What are my core values? What do I stand for? How do I want to be perceived? What personality traits do I want to project? What are the important relationships of my life? A brand identity similarly provides direction, purpose and meaning of the brand. Brand identity should help establish a relationship between a brand and the customer by generating a value proposition involving functional, emotional and/or self-expressive benefits.

## SISU (Sauna & Sibelius)

In addition to the SICU brand name, slogan and symbol, our objective is to cultivate the meaning of the Finnish word and conception SISU ("Sauna & Sibelius"), as it stands for an ability to get things done even against impossible odds, and for GUTS - something every one of us need to be able to compete on diverse markets.

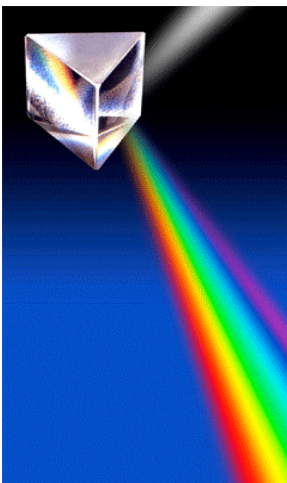


### A.) SICU (Synergy Integrated - Connects the Unconnected)

The objectives of SICU are to offer innovative solutions and resources in order to solve problems of individual customers, and to create cost effectivity, added value and multiplicative effects for businesses, corporations, brands, industries, institutions, and ultimately consumers in diverse markets.

As each customer is unique, SICU also search for synergies whenever it can be found and developed into effective wholes to the benefit of our clients and collaboration partners.

SICU is positioned in the intersection of marketing communication and project management, and in the intersection of diverse commercial and non-profit organizations. From this position only it's possible to cultivate the idea of multilateral marketing communication, and project management in a way all parties can benefit from.



## **B.) SICU SSG (SICU Synergy Solutions Group)**

SICU SSG has been created to support the single core businesses every single affiliate represent, such as our efforts to internationalize our activities, including projects, products, processes and diverse events.

**A Strategic Alliance** covering a broad range of collaborations in which we as affiliates and global partners combine our core competencies to accomplish social change and meet our business objectives.

As a strategic alliance SICU SSG is unique in as a long-term, highly dynamic, multi-faceted, and key to our fellow partners' individual success.

**The Mission** of SICU SSG is simply to assemble the best teams of people from our globally extensive networks who can most efficiently achieve a company's business objectives".

### **Epilogue**

We prefer to think of each individual affiliate and global partner as stones dropped into a lake of ideas. Each 'stone' produces concentric ripples which spread out and intersect with other ripples, creating complex patterns of interference - which might be called chaos.

**It is the resonance of our ideas with each other that interests us most of all. It is in the spaces between the "ripples" that the excitement lies!**

I would be more than happy to receive your ideas, point of views and comments on what you think about this whole, to make the best out of this concept in a shorter and in a longer run.



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Attachment: The Virtual Office – SICU Meeting Room