**Marketing 3.0**

**PRACTICE WHAT YOU LOVE**

In order to implant values, the majority of companies use formal training and informal coaching. Training of values is necessary, but can involve honesty. Training can be turned to speech, upon practice. Trainers and coach may not take as pattern and be imitated in their daily activities at workplace. Employees refuse this and perceive that ‘’pope’’ in regard to value is mere rhetoric. Apart from this, employees are used to hear passively by having less opportunities to contribute on their side. Their understanding is also limited as they don’t have experience in practical use of values.

Marketing 3.0 is more than training and coaching. It has to do with alignment of values to behavior. According to Jim Collins, creation of this alignment can be divided to two main parts. First companies need to check current policies of companies, preventing corporate values. This is a challenge, as the majority of companies are more institutionalized than corporate values as such. Modify them needs action from leaders of companies and collaboration with employees. Companies, most of the time tend to believe that practices of companies are not coordinated. In the meantime, if they are not autonomous , they won’t say anything. Second, companies should develop strategies, that connects directly action with values. For ex. Companies can create a strategy, that requires, that 30% of revenues are made from new products, in order to enhance value and innovation. Marketing 3.0 means, transform employees and give them initiatives so that they can change the other ones.