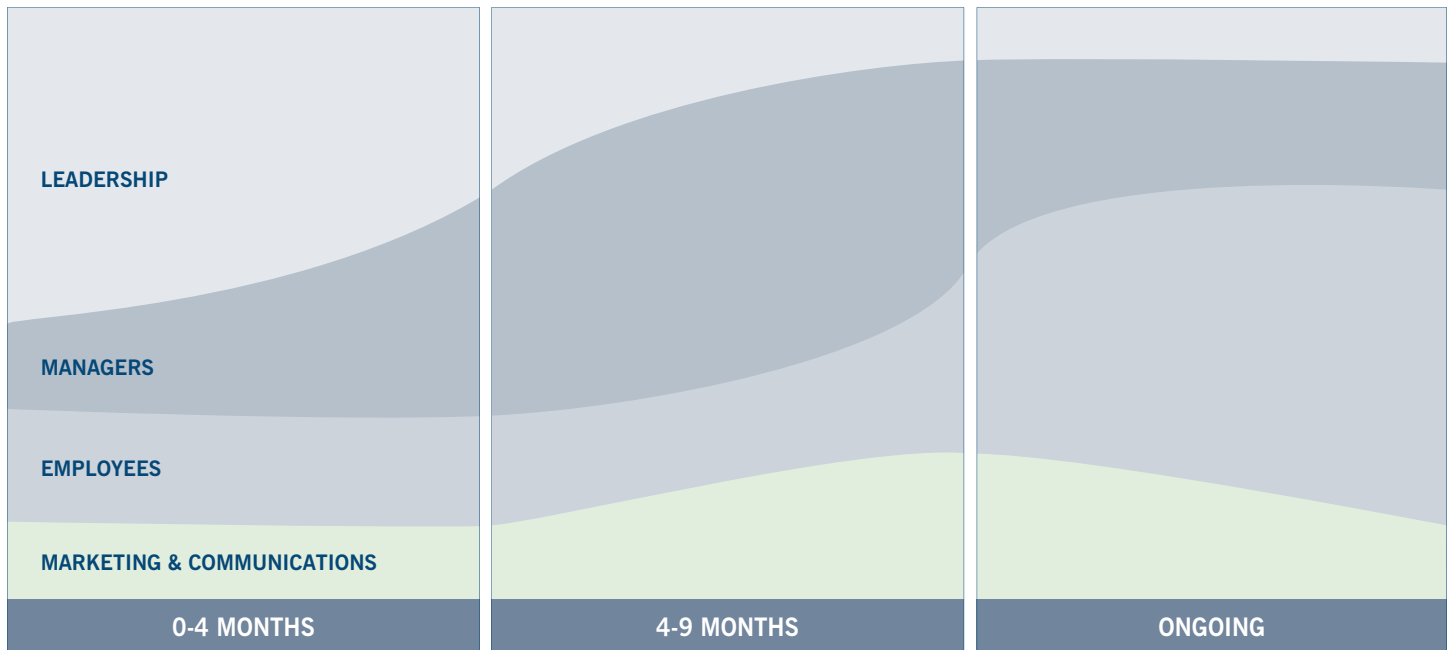


Essentials for “Living the Brand Promise”

Employees must “own” any kind of change initiative for it to be successful. Only they can make it happen. However, it takes much more than a new brand video or brochure.

Ensuring that every employee understands and commits to delivering the brand promise is a matter of making sure they experience it in everything the company does. Living a brand promise is something that has to be internalized. It must be “caught not taught.”

The help-desk clerk who sees customers as problems won’t change the way he or she listens without a moment of insight in which his or her mental maps shift to seeing themselves and customers in a new way. Leaders who want to change the way people think or behave must recognize, encourage, and deepen their team’s insights through collaboration that creates shared vision.



LEADERSHIP

- CEO makes “Living the Brand Promise” a key ongoing initiative.
- A senior leadership two-day work session designed to gain understanding, acceptance and action steps is conducted.
- A series of half-day manager’s work sessions designed to gain understanding, buy-in and specific departmental action steps is implemented.
- Human Resources, Communications and Marketing departments work closely together toward a common goal of employee engagement.

MARKETING & COMMUNICATIONS

- Initial customer research/feedback is shared with managers and employees.

LEADERSHIP

- Senior leadership issues a mandate and demonstrates continuous proactive support.
- Employee engagement and commitment become key elements of each department manager’s evaluation and recognition.

MANAGERS

- An interdepartmental team is created to develop ongoing strategy and monitor company-wide progress toward living the brand promise.
- Managers select leaders from their departments to be trained to hold employee work sessions.
- Work session leaders report feedback from employees to managers for review and implementation.
- Managers provide feedback up the chain of command to leadership.

MARKETING & COMMUNICATIONS

- Ongoing customer satisfaction and loyalty metrics are gathered and shared with employees.
- Communications recognize employees for living the brand promise.

EMPLOYEES

- Attend work sessions and contribute to defining and shaping what is needed for living the brand promise.
- Sign a personal commitment to remain vigilant and consistent in keeping the brand promise in every way.
- Are evaluated, recognized and rewarded for living the brand promise.

MARKETING & COMMUNICATIONS

- All communications consistently reflect the story of employees living the brand promise.