

Living the Brandsm – Branding from the inside out

The strongest brands are those who deliver the brand's promise consistently across all customer touchpoints—their employees know, understand, and live the brand day-in, day-out.

- *Do your employees “live your brand” in their daily activities?*
- *Do they behave according to your brand's values?*
- *Does everyone in the company know and understand what your brand stands for and what it promises to deliver?*
- *Are they compensated and rewarded for performing against established brand standards?*

The road is littered with companies that have failed due to broken promises. On the other end of the spectrum are companies whose stellar performance is due to consistent delivery of the brand's promise through each and every customer encounter. They succeed because their employees have been trained on the brand's promise and every employee knows their role and responsibility with respect to meeting or exceeding customer expectations. Category leaders like USAA, Southwest Airlines, Disney, Nordstrom, UPS, Four Seasons, Starbucks, Apple, and Eddie Bauer all know the power and pay-off of a brand-aligned workforce. The financial advantages they realize are a direct result of employees who behave in accordance with brand delivery standards.

When employees are trained to understand the brand and its promise to customers, then, they can begin to live it. If they see to how their role supports and reinforces the brand, they will be more satisfied in their jobs. Employee performance can be measured and rewarded based on brand behavior, rather than an arbitrary goal. You'll find that recruiting the “right” employees for your brand becomes easier and retention of loyal, motivated employees increases. After all, your brand is your company's heart, soul and reputation. Once your brand is damaged or tarnished, the value of your business is diminished. Don't let unguided employee behavior potentially ruin your company. Use your brand to align and guide employee behavior and consistently deliver the promise it makes. Let your brand be the company's “reason for being” that everyone can relate to and work toward supporting.

What would you give if all of your employees were “brand evangelists” for your company? They can be, if you “internalize” your brand. Are you interested in making your brand work harder for you? Are you willing to maximize your brand? If so, contact us for a no-nonsense discussion of your situation and how we might be able to help. We are experts at engaging employees with the brand. In fact, we pioneered the “internal branding” concept years ago and have been working with companies ever since to deliver meaningful results. If we can help you move the needle, we'll tell you. If we can't we won't waste your time or limited resources. You'll find that we're frank and honest – refreshing in today's “grab it and run” environment. Call us and let's talk.