

DEFINING WHAT 'LIVING THE BRAND' MEANS FOR YOUR PEOPLE

Research indicates that 90% of employees don't know how to 'live the brand', i.e. deliver their organisation's values through their own behaviour. This practical, highly interactive session takes participants through a step-by-step process from thinking as customers

themselves to delivering a consistently 'great' brand experience. Participants leave with a clear understanding of how to apply the brand values as a guide to decision making and what role brand-inspired behaviour can play in the delivery of operational targets.

CASE STUDY



The FSA's Customer Contact Centre saw its workload triple within months of the 'credit crunch'. The workshops gave the team explicit guidance as to how to use the FSA's values to help achieve operational targets yet deliver a far more responsive and customer-orientated service.

WHEN IT CAN HELP

- Brand not seen as business driver
- External brand promise not supported throughout organisation
- Inconsistent / poor customer service
- Leaders / managers not able to demonstrate desired behaviours
- HR reward scheme based on 'living the brand' but desired behaviours are not explicit

DELIVERABLES

- Distillation of key behavioural traits based on existing brand values
- Creation of customised scenarios
- Workshop delivery
- Feedback

OUTCOMES

- Brand becomes part of business decision making process
- Increased value/perception of brand in non-marketing areas
- Desired behaviours are explicit
- Improved consistency in brand delivery – both internally and externally