

BrandMatters

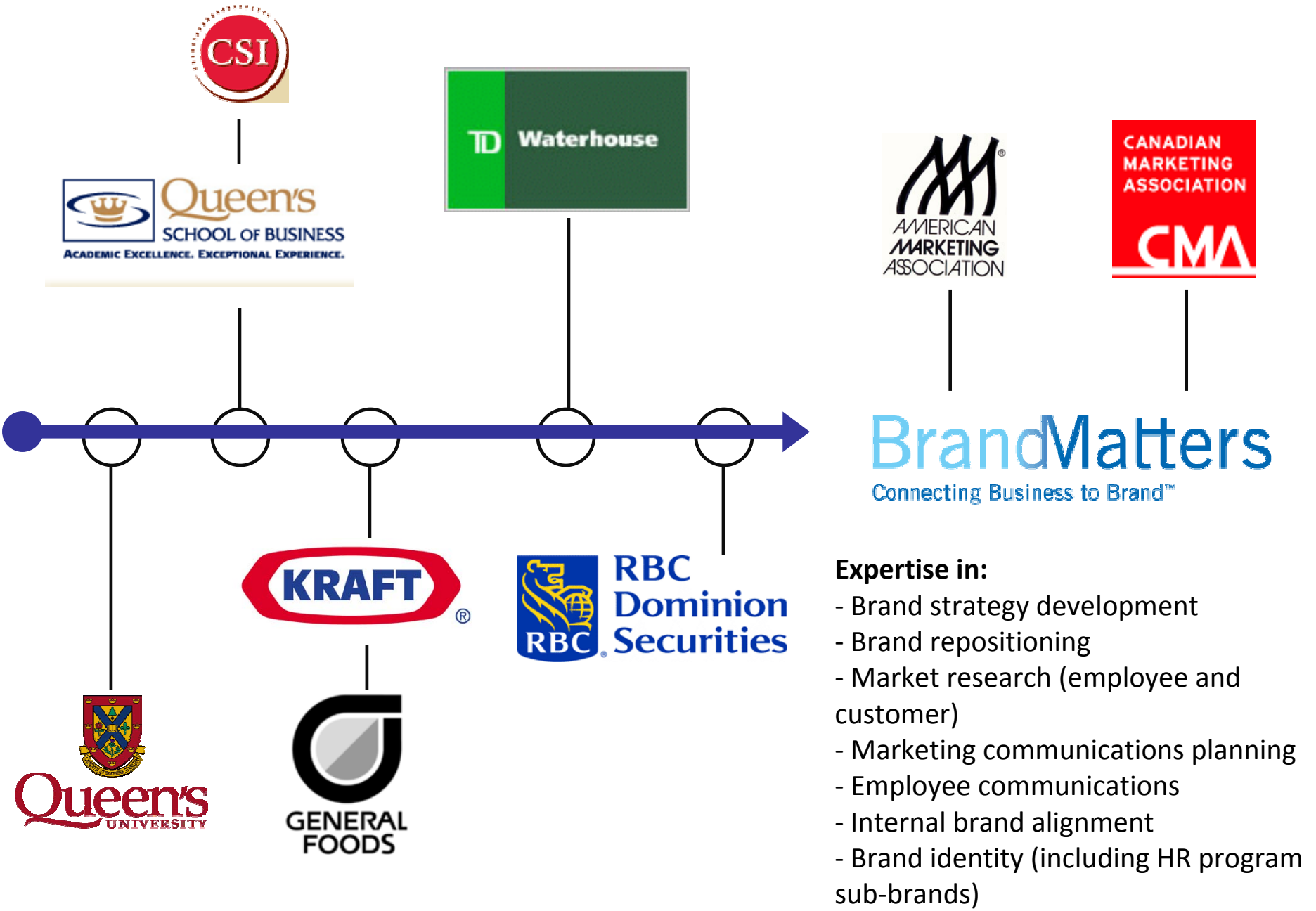
Connecting Business to Brand™

Developing a Successful Brand from the Inside Out

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ALI, WORKSHOP SESSION

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Workshop Outline and Takeaways

Section 1: Branding 101

We will define key elements of branding, and discuss the need for internal-external brand alignment. You will learn to identify and prioritize target markets, both internal and external.

Take-away: Prioritized target markets for your organization

Segment 2: Market Research Tools

You will identify *what* you need to know about your target markets. We will tell you *how*.

Take-away: Draft Market Research Plan

Segment 3: Operationalize the Brand

You will turn company values into employee brand behaviours. We will share industry best practices and help you proactively manage your desired customer experience - from the inside out.

Take-away: Development of preliminary 'brand behaviours' for your organization

Building Brand from the Inside Out

BRANDING 101

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Brand Defined

Brand

A collection of experiences.

Brand Strategy

The purposeful creation of value through the management of these experiences by ensuring that all internal and external promises are delivered upon.

Internal Brand

The set of strategic processes that align and empower employees to deliver the appropriate customer experience in a consistent fashion.

Successful Brand Strategy Attributes

Motivating to your customers and employees

Credible

Single-minded

Sustainable

Differentiating

Must be able to deliver

Why invest in the internal brand?

Internal branding is a proactive 'people strategy' using a sales and marketing approach to deliver employment value to employees.

- Package HR programs
- Customer experience enhancement
- Recruitment and attraction
- Employee engagement
- Employment satisfaction

Branding from the Inside Out

MARKET RESEARCH TOOLS

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Why conduct internal market research?

- It helps to create buy-in and ownership of the brand within a company – goal to have employees and management ‘living the brand’.
- Helps in understanding a company’s strengths and weaknesses, what it stands for and what values it has.
- Helps in understanding what the organization can and can not deliver - what promises you can keep.
- It helps to develop brand ambassadors.

Link Between Internal & External Market Research

- Ask similar questions to both your internal and external stakeholders to understand where the similarities are, where the gaps exist and how your company can build on its brand promise.

Branding from the Inside Out

OPERATIONALIZING THE INTERNAL BRAND

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Many ways to label this set of strategic processes

Internal Brand Alignment

Branding the Organization

Delivering the Brand

Internal Marketing

Selling the Brand Inside

Brand to Life

Internal Branding

Internal Brand Positioning

Engaging employees with the brand

Operationalizing the Brand

Brand Culture

Employee Branding

Organizational Branding

Employee Brand Engagement

Internal Brand Communications

Brand Assimilation

Living the Brand

Internal Brand Ambassadorship

Extending your brand to employees

Internal Branding Defined

The set of strategic processes that align and empower employees to deliver the appropriate customer experience in a consistent fashion.

Defining Culture: Vision – Mission - Values

Vision – A desired end-state, what an organization/company will ultimately become.

Mission – Strategic purpose for this period, what needs to be done as an organization over the next relevant time frame in order to move towards achieving the vision.

Values – Guides decision making and day-to-day behaviours.

Brand Behaviours – Operationalize company 'values' into specific behaviours guiding employees to provide the desired customer experience.

Internal Branding Best Practices

- Cross-functional teams
- When used effectively, IB is the bridge between business strategy and implementation. It will increase ROI in the long-term.
- Must understand:
 - what is important to employees i.e. the drivers of employees' engagement
 - the methodologies for developing and sustaining internal branding initiatives
 - Not surprisingly, people are key – internal branding team – the creation of Brand Ambassadors

Brand Values → Brand Behaviours

- Best practice companies devote a lot of energy developing and promulgating their brand values.
 - Implementing and sustaining internal brand initiatives requires the application of a wide variety of techniques. A key to implementation is encouraging appropriate employee behaviours therefore Human Resources plays a strong role in ensuring effective implementation.

Making it stick!

- Brand sustainability teams
- KPB's as a performance management system
- On-going tracking research and keeping employees informed through relevant communications



What are your next steps?



Thank you!

We would be happy to setup a consultation with you.