



## Ensuring your people deliver your brand

### Focus on brand as a business tool

When talking about brand, always remember the business focus needs to be robust. People have become cynical about branding, largely due to what they've read in the media. Tell your people that the brand is not a campaign or a bolt-on, but a crucial part of the business strategy.

### Get the whole business involved

Every single person in the business needs to understand that the 'brand' is not just down to one department. From leaders to managers and back-office to front-line colleagues it works across the business and is everyone's responsibility. Don't let it fall on the shoulders of the branding team.

### Feed the brand

The brand is never finished, perfect or complete. It is a living, breathing, evolving part of the business that needs constantly sustaining and building up. Get people to measure it, adapt it, communicate how well it's doing and relate it to everything else that is going on in the organisation.

### Define the promise

Marketeers are comfortable with the language of personality traits and brand promise but most people are not. Yet you need to find a way to talk about the brand promise and how individual people working in teams make the biggest difference to the way customers experience the brand. Use everyday language to describe what you're doing and ensure jargon does not infiltrate your communication about the brand.

### Give the values meaning

Brand values need to work at the individual level. These days, most organisations have similar values – passion, commitment etc - so, it's important to make them meaningful for individual people in the company. Find ways to translate generic company values into individual roles so that people understand what they need to do to help deliver the brand.

### Find out how people relate to the brand

Delivering the brand can mean different things for colleagues in customer service roles, distribution, head office or in support functions. Although most people want to get something more out of work than just money, one size of brand communication does not fit all. If you think about how different people relate differently, you can communicate with them at various levels - even an emotional level - about what the organisation is trying to achieve.

### Create advocates by example

If you communicate the brand well and show people their role in making it work, you do not have to ask people to be ambassadors for the organisation, they do it naturally. More than ambassadors, they become advocates who defend and promote the organisation, even when they're outside the working environment. Great brands recommend themselves through satisfied people.