

Ep 37: Transforming your Employees into Brand Ambassadors

Seeking "front-line insights" is key

- Formalize your Brand Story in terms of mission, vision, values and personality.
 - Listen to the episode *4 Steps to Building a Company Mission that Leads to Business Success* for how to develop these.
 - ALL people in your organization must know, internalize and be able to articulate your Brand Story. This happens in 3 parts: 1) Communicate the Brand Story, 2) Create a plan to consistently engage employees with the Brand Story, 3) Live the Brand Story.
- Identify where the break-downs in the Brand Story are happening and address them.
 - Break-downs can be more prevalent with employees who are further removed from the corporate environment. Make sure you are getting feedback from your front-line employees who are interacting with customers/consumers day-to-day.
 - You can't achieve the scale and power of the brand if your story is fragmented.
 - When employees are consistent in their sharing of the Brand Story it builds the reputation and credibility of the brand and the company as a whole.
- Incentivize your employees to use and share about your brand.
 - Your employees can't rave about your product/services if they aren't personally immersed in them.
 - This can be as simple as free samples, free trial periods, and employee as well as "Friends and Family" discounts.
- Refresh and renew the Brand Story no less than annually with an "employee appreciation" effort.
 - A Brand Story is a living, breathing thing. Even though the essence doesn't change, it should be refreshed to accommodate changes in the environment, industry and workforce.
 - Take the time to celebrate accomplishments that deliver on the Brand Story throughout the year. Make it thoughtful and personal.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete