



# PATH TO ACHIEVE BRAND INTEGRITY®

## Enroll and Engage Employees

Introduce leaders and employees to their role in and impacts of Living the Brand.

- Employee orientation
- Guiding Coalition deployment
- Think, Speak, Behave Workshops (employees)
- Launch Potential Point™ Experience Management Platform (Living the Brand Assessments, Strategic Recognition, Customer Experience feedback)

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**MANAGE THE EXPERIENCE**

## Living the Brand Workshop

Achieve leadership alignment on core beliefs and basic behaviors.

- Explore Beliefs
- Define the Basic Behaviors

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**DEFINE THE BRANDED EXPERIENCE**

## Design the Customer Experience Workshop

Engage employees in the discovery and documentation of:

- Customer Desired Outcomes
- Customer Experience Obstacles
- Nonnegotiable Behaviors
- Opportunities to go Above & Beyond
- Critical processes for consistent experience

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## Living the Brand Assessments

Initial assessment to uncover how consistently your organization behaves within each of the Five Brand Integrity® Dimensions.

- Employee Experience
- Customer Experience

**UNDERSTAND EMPLOYEE & CUSTOMER EXPERIENCE**

## Ensure Accountability

Utilize data to measure and enhance ability to live the brand.

- Experience Management Workshops (managers)
- Integrate into critical people systems (Hiring Right™, performance reviews, training and communications)
- Living the Brand™ Scorecard reviews
- Being a Trusted Leader

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