

Helping leaders and managers master skills for reminding the workforce.

Program Overview

The purpose of the Leading the Experience Coaching Program is to help managers develop the skills for reminding the workforce about the desired experience, strengthening communications and sustaining a culture of accountability for delivering the experience both culturally throughout the workforce and with customers.

Coaching is designed for frontline supervisors all the way up to senior executives. This program positions leaders/managers to create more well-being and engagement work. The skills, tools, and techniques help managers improve communication and increase engagement by satisfying the three motivational drivers employees crave:

- 1. Respect:** Demonstrate respect and appreciation for employees.
- 2. Purpose:** Show employees how their work matters to customers, other employees, and the business.
- 3. Relationship:** Improve relationships with employees.

Each skill is supported by Brand Integrity's technology, training, tools, and best practices. In combination with coaching, participants use the Brand Integrity Learning Academy to reinforce and ensure sustainment of key concepts and activities. Timing and areas of focus are determined by the Brand Integrity Platform® solutions your company is using and are customized to best meet your needs.

Leading the Experience Method

The Leading the Experience Program is typically facilitated in small to medium-sized groups, which allows for addressing individual concerns or questions and ensures that accountability for making progress is as much handled by peers as by the facilitator.

Executive One-on-Ones

A Brand Integrity coach meets one-on-one with executives to explore their individual strengths and obstacles to mastering skills for reminding the workforce of the desired experience. The program typically consists of three to four sessions (ninety minutes each) over the course of four to eight months. To ensure optimal learning and progress, each session includes pre-work in the form of e-learning courseware and/or skill sustainment efforts.

Train-the-Trainer Approach

A Brand Integrity trainer provides materials and coaching for a group of your internal trainers. These trainers then facilitate sessions with groups of managers (group size varies based on needs). The program typically consists of four to five sessions (ninety minutes each) over the course of four to eight months. The time frame is determined by the skills chosen as focus areas. To ensure optimal learning and progress, each session includes pre-work in the form of e-learning courseware and/or skill sustainment efforts.



 Respect & Appreciation

 Purpose at Work

 Relationship w/Boss

Leading the Experience Coach's Role

Coach's role is to help managers:

- Build leadership skills for **reminding** the workforce (e.g., strategic recognition)
- Clearly see how to leverage the drivers of employee motivation
- Understand the process for building and sustaining a habit
- Know what metrics matter most and use them to form a 360° view (customer, financial, employee data)

Coach's role is *not* to help managers with:

- Business or other challenges not related to creating skills/habits
- Specific employee issues
- Personal problems, e.g., personal relationships, destructive behaviors, etc.
- Work-life balance issues

Leadership Skills

The following three skills are typically the first focus areas as they are simple to do, don't take very much time, and have significant impact on driving employee well-being and engagement at work.

1. Recognize and share success: Use recognition as a leadership tool to help you drive measurable business results, increase learning opportunities, and show employees you respect them and the meaningful work they do each day. Managers who make this a habit are often amazed at how a time investment of ten minutes a week can make a significant difference in their ability to remind or to drive specific measurable outcomes/goals.

2. Conduct one-minute reminders: Building the skill to take a few minutes at the start of weekly meetings can have a big impact by reinforcing the experience, reminding employees of a common focus, and helping make your brand/core values part of the conversation.

3. Share and collaborate on survey results: Take a closer look at your Living the Brand Assessment data and develop the skill of sharing and collaborating on results with your team. Stimulating productive conversations among your team is not easy. Mastering this skill provides the confidence and know-how to spark meaningful conversations and productive action plans that employees want to be accountable for implementing.

Additional Leadership Skills

The following is a sample of additional skills that can be incorporated into the program on an as-needed basis.

- Make it Part of the Conversation
- Hire Right Candidate Self-assessment
- Hold Necessary Conversations
- Hold Performance Conversations
- Conduct 360° View to Hold the Experience Accountable

Help Center	Learning Academy	
Leading the Experience™ Resources		Getting Started Pathways
Getting Started Pathways	The Goal? Engaged	
Getting Started Basics Getting Started Pathway for Managers	The Impact of Engagement (VIDEO) The Impact of Engagement (DOC) Power of the Experience (DOC)	
Leading the Experience™ Overview	Recognize and Share Success	FAQs
The Essential Habit® (VIDEO) Creating Essential Habit® Exercise (DOC) Value of Behaviors to Leading the Experience™ The Ultimate Leadership Habit	Introduction to Strategic Recognition Recognize and Share Success (E-LEARNING) Get Social With Strategic Recognition (E-LEARNING) Best Practice Guide: Recognize and Share Success (DOC) Writing Powerful Recognition (VIDEO) Writing Powerful Recognition Guide (DOC) See all 12 articles	Platform Tutorials
Conduct One-minute Reminders	Collaborate on Employee Survey Results	e-Learning Courses
Conduct One-minute Reminders (E-LEARNING) Conduct One-minute Reminders (VIDEO) Types of One-minute Reminders Guide (DOC) One-minute Reminder Scenarios (DOC) Making It Part of the Conversation Exercise (DOC) Best Practice Guide: Conduct One-minute Reminders (DOC) See all 7 articles	The Living the Brand Assessment Overview of the Employee Survey (VIDEO) Living the Brand Assessment (E-LEARNING) Living the Brand Assessment Matrix Two-part Requirement Question What is the Engaged Index? (VIDEO) See all 14 articles	
Hold Necessary Conversations	Hiring Right	
Hold Necessary Conversations (VIDEO) Necessary Conversation Starters Guide (DOC) Necessary Conversations Exercise (DOC) Peer-to-Peer Necessary Conversations Exercise (DOC) Best Practice Guide: Hold Necessary Conversations (DOC)	Hiring Right Process Overview (DOC) Hiring Candidate Self-assessment (DOC) Hiring Questions (DOC) Best Practice Guide: Hiring Right (DOC) Onboarding to the Experience Exercise (DOC) Performance Conversation Tool (DOC) See all 7 articles	

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ABOUT BRAND INTEGRITY

Brand Integrity is an employee engagement technology and consulting company that helps businesses build the right environment for employee engagement, driving measurable and sustainable culture change. While just 33% of the national workforce is engaged at work, the average among Brand Integrity's clients remains at 91%. Since 2002, the company has helped hundreds of clients across 25 industries disrupt the way they approach employee and customer engagement to enable them to overcome barriers, reduce turnover, and become more profitable. For more information, visit www.brandintegrity.com.