



## LIVING THE BRAND

### TRIGGERS

It's an old adage that, 'Our most valuable asset is our people.' But how do you know when your people are on the point of losing energy, focus and commitment? Individuals may continue to shine and deliver, but if your culture doesn't inspire all of your staff then you may start to notice symptoms such as these which require immediate attention:

- Rivals are starting to poach our best people and 'churn' is increasing
- We get fewer unsolicited applications for job opportunities
- Absenteeism is increasing
- Staff are working shorter hours
- HR evaluations reveal increasing disengagement
- We pay hiring premiums and payroll is escalating

### OUR APPROACH

We define culture as the 'beliefs, behaviour and expectations' of your staff and use your Brand Promise as a motivational tool to create a sense of purpose and meaning in their lives. While your customers are buying the brand, we want your staff to buy into the brand, and be inspired by the role it allows them to play.

We call this equilibrium, 'Brand Symmetry'. It's the key to aligning People, Product and Profit and creates a virtuous circle of hard work, reward and satisfaction.

### OUTCOMES

Our 'Living the Brand' programme helps staff invest in a very personal relationship with your brand, one in which they feel they are important and that their work will be valued as an integral part of your company's success. Your brand is not just a badge for your products, it's a badge for your people and one you need them to wear with pride.

### YOU CAN EXPECT TO SEE

- Greater focus and energy in the workplace
- Better relationships between staff and departments
- An increase in the quality of the work
- Higher productivity and profitability
- Staff endorsements in social media
- Easier recruitment and longer engagements
- Better reports from HR

#### To see our short presentation:

mail@thinkconsulting.com or call 0414 209 220