

Living Brand® Leadership For Senior Managers & Directors

6-7 November 2018



Course Description

This two-day course will work with Senior Managers and Directors of Customer Service, HR and People Development, giving insight into implementing the Living Brand® Methodology as part of your employee offering. It will explore the theory behind the Living Brand concept and instil personal leadership qualities, giving you practical tips on how to move your people into proactive Living Brands®, turn words into actions and, more importantly, keep this momentum alive and well in your customer experience; transforming frontline teams into brand champions and customer service advocates.

The course is underpinned by a range of proven training approaches, including interactive skills practice, reflection and discussion of brand values and common customer and employee engagement incidences, as well as learning effective strategies implemented by peers. It is designed to connect your people to the brand vision and turn marketing speak into deliverable actions for your frontline team in their customer interactions.

This Living Brand® experience will look inside the minds and behaviour patterns of top leaders and show you how to turn even the most cynical of team members into true Living Brand® Champions. This is a perfect opportunity to share experiences with like-minded leaders in an environment that has been designed to meet business objectives while embracing creative thinking and assisting in personal development and growth.

Session One: The Living Brand Methodology

This introductory session will walk you through the Living Brand® concept and give practical tips and advice on how to implement this into your engagement strategy. In short, it will show the importance of an organisation's mission statement and values in building a road map for your future recruitment and people development strategies.

- Learn how to turn marketing words in Living Brand employee actions and behaviours
- Gain insight into how best to articulate a company vision to frontline teams
- Utilise the 'Bridge Customer Expectation Line' mindset to empower performance
- Gauge success of the Living Brand® process by strategically locking in key indicators
- Link employees to your brand values and successful customer interaction
- Leverage internal marketing to promote delivery of the brand promise
- Discover what mission statements and value words really mean to customers
- Build a consistent employee message

Learning Outcomes

- Understand what Living Brands are and what they mean for your business
- Utilise your company's mission statement and values to create a recruitment strategy and people development plan
- Gain insight into Emotional Intelligence and Neuro Linguistic Programming
- Utilise storytelling as part of your leadership brand
- Create an internal marketing campaign strategy to inspire employees
- Link brand delivery and culture to your employee and customer experience
- Utilise tools learned to inspire your teams

Who should attend

Senior managers and directors in customer service, contact centres and people development and service strategists.

When

Tuesday 6 & Wednesday 7 November 2018
9:30am - 4:30pm

Where

Central London, United Kingdom

How much

£500.00 + VAT | Early bird price until 24 Sept.
£595.00 + VAT | Regular ticket price

Includes training material and refreshments.
Discounts available for multiple bookings

Living Brand® Leadership (continued)



Session Two: Igniting your frontline team

The power of a Living Brand Leader to activate and inspire others is key to the success of any programme. If you want something different, then you will need to do something differently. It is important that leaders truly understand what makes a Living Brand special and the important role that they play in the overall success of employee engagement and connectivity to the higher purpose of the organisation.

- Discover Emotional Intelligence and what drives great leaders
- Find out what motivates a Living Brand leader to represent their organisation and inspire others
- Learn how to stand out in the crowd and use company values to build your own leadership brand
- Gain insights into NLP (Neuro-Linguistic Programming) and how this links to living values
- Gain commitment, and ultimately motivate teams to deliver service excellence
- Utilise storytelling to link a leader to the brand, its values and ultimately its vision
- Uncover the importance of a clear message and higher customer experience purpose

Session Three: Leading the Charge of a Brand2Life Programme

This session will explore practical tips and guidance on the key indicators that will underpin a Brand2Life programme. It will look at various tiers of an organisation and the importance each plays in the overall success of a programme. We discuss what mission statements and value words really mean to staff if left to interpretation. It will outline the framework and strategy required and the important role that senior leaders play in gaining employee buy-in.

- Put in place a business case and road map that promotes brand promise delivery
- Learn how to conduct a people audit across the business and develop a value-based behavioural framework

- Develop a 'one team' mindset while breaking down team and department silos
- Use value-based recruitment techniques for all future employees
- 'Start as you mean to go on': developing an inspirational induction programme
- Involve all employees in the future customer experience strategy
- Create a leadership team of Living Brand Champions that promotes the importance of brand
- Build an internal marketing campaign strategy to promote a Brand2Life programme

Session Four: A Living Brand® Leader's Role in maintaining momentum

This final session will have you rolling up your sleeves and putting the learning to work in a clear plan for the future. We look at how, as a leader, you promote a culture that is motivated to maintain customer service excellence through their delivery. The success of any transformation initiative will be short-lived unless a continuous implementation strategy is in place to ensure that momentum does not dwindle. Once Living Brand Leaders have inspired their teams to embody and deliver on the brand promise, it is imperative to put in place key performance indicators and motivators to keep it alive.

- Build Bridge's 3 C's: connection, culture and commitment into your leadership style
- Link performance to brand delivery and great customer experience – not just stats and numbers
- Develop creative and inspirational incentives and rewards for frontline staff
- Create a culture that encourages autonomy, team work, coaching and mentoring
- Build an internal communication structure that keeps a finger on the pulse of the employee voice
- Ensure that appropriate monitoring is in place to gain a clear ROI picture of your Living Brand® performance
- Link brand and culture to offer a unified people and customer experience

Contact

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As a bespoke people agency, we work in partnership with our clients to create branded learning solutions that make a real difference to the engagement of their people. From branding, internal campaigns, training and people development to events; everything we do is carefully designed to get inside the DNA of a business. We link brand, employee behaviour, beliefs and actions to drive an outstanding customer experience. We listen to the voice of an organisation, gain insights, build storyboards and use in-house creative talent to match the needs of our clients.