



# Becoming a Living Brand<sup>®</sup> Leader

We use your brand and values to inspire people to pull in the same direction and bring your promise to life.

**26-27 September 2017**  
**Central London**

*Change minds. Change business.*



**bridge**

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# Becoming a Living Brand® leader

## Bringing life to your customer and people promise

This two-day workshop will work directly with Senior Managers and Directors of Customer Service, HR and People Development, giving insight into how best to implement the Living Brand Methodology as part of their offering to employees. It will take delegates on a journey that will allow them to explore the intellectual property of the concept whilst gaining personal leadership qualities. It is guaranteed to give delegates the practical tips on how to move their people into proactive Living Brands®, turn words into actions and, more importantly, keep this momentum alive and well in their customer experience.

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

Your Living Brand® experience will also look inside the mind and behaviour patterns of top leaders and answer the question of how to turn even the most cynical of team members into a true Living Brand® Champions. This is a perfect opportunity to share experiences with like-minded individuals in an environment that has been carefully orchestrated to embrace free thinking, while meeting business objectives and assisting in personal development and growth: transforming frontline teams into brand champions and customer service advocates.

## Workshop Outline

The two days will take delegates on a journey through four clearly defined sections. Participants will benefit from proven tips on transforming frontline employees into Living Brand® Champions. Each section will be interactive, informative and, without question, imaginative.

### Stage One: Behind the walls of the Living Brand Methodology

#### Day One: Morning

This introductory session will walk delegates through the Living Brand® concept and give practical tips and advice on how to best to implement this into their own team's offering. In short, it will show the importance that an organisation's mission statement and values play in building a road map for their future people development and performance.

- The power of turning marketing words in Living Brand actions
- Working with the marketing department on how best to articulate their vision through the frontline teams
- Utilise the 'Bridge Customer Expectation Line' methodology
- How to identify the key indicators at each stage of the Living Brand® process
- Overview of what makes a Living Brand successful at customer interaction
- Introduction to Emotional Intelligence and its importance in growing great leaders
- What do mission statements and value words really mean to an organisation's success?
- Building consistency across an organisation's people performance



## Stage Two: Inside the mind of a Living Brand frontline team

### Day One: Afternoon

Humans are an action-based species: if you want something, you must do something. More importantly, if you want something different, then you will need to do something differently. It is important at this stage that participants truly understand what makes a Living Brand special and the important role that they play in the overall success of an organisation.

- Continuation of Emotional Intelligence and building great leaders
- What motivates a Living Brand to represent their organisation and how best to identify them from the crowd
- Introduction to NLP – Neuro-Linguistic Programme and sensory perception
- How best to gain the commitment, and ultimately motivate, the frontline team to best represent the values of the brand
- If left up to interpretation - what do mission statements and value words really mean to staff?
- The importance in giving Living Brands the autonomy to grow and deliver an on-brand customer experience.

## Stage Three: Putting in place a Brand2Life Programme

### Day Two: Morning

This section will give participants practical guidance on the key indicators that will bring to life a Brand2Life programme. It will look at various tiers of an organisation and the importance each plays in the overall success of a programme.

- Putting in place a road map for a business that will result in brand delivery consistency
- Conducting a people audit across the business and developing a behavioural framework
- Breaking down silos across the organisation
- Recruiting new staff members based on values that match the road map of the business
- Ensuring brand messages are delivered through effective induction programmes
- Putting in place a development programme that will ignite your Living Brands into action
- Creating a leadership team of Living Brand Champions
- Building an internal marketing campaign to promote a Brand2Life programme

## Stage Four: Keeping the Living Brand® momentum on the move

### Day Two: Afternoon

This key stage is all about continuous implementation and how to ensure that your Living Brand culture is equipped and motivated to maintain brand delivery through customer service excellence. Any change programme will be short lived unless a continuous strategy is in place to ensure the momentum does not dwindle. Once delegates have introduced this new concept to their teams, it is imperative that they put in place key performance indicators and motivators to keep it alive.

- Ensuring your leadership style embraces Bridge's 3 C's: connection, culture and commitment
- Linking performance to brand delivery and great customer experience - not just stats and numbers
- Developing creative and inspirational incentives and rewards for frontline staff
- Creating a culture that encourages team work, coaching and mentoring
- Building an internal communication structure that is both top down and frontline up
- Ensuring that appropriate monitoring is in place to gain a clear ROI picture of your Living Brand® performance
- What makes a Living Brand culture flourish within a business and offer the ultimate in customer experience?



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**Register now:**  
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## Becoming a Living Brand® leader

**Date:** 26-27 September 2017

**Location:** Venue TBC, Central London

**Time:** 9:00am - 5:30pm

**Cost:** £595 + VAT

(includes training material & refreshments)

**Who should attend:** Senior managers and directors in customer service, contact centres and people development and service strategists



Facilitated by Dale Smith  
Creative Director, Bridge

**Brought to you by:**  
**Bridge Training & Events Ltd**

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