



Beyond the Basics of Employee Branding: How to Implement a Successful Campaign

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Employee Branding Research is Clear:

- There is a direct link between _____ satisfaction and customer satisfaction – and financial performance.
- Branding success depends upon the _____
- Great, _____ employees are the only ones who can deliver the desired brand image
- Brand perception is delivered through every point of contact, but it is often the _____ behavior that influences perception most
- Customer _____ begins with employer loyalty
- Employees must understand their brand _____ in order to deliver upon it
- Companies with a strong internal brand are better positioned to attract and retain key employees and _____ to others

Employee Branding:

The process by which employees internalized the desired brand image and are motivated to project the image to customers and other organizational constituents".

Journal of Relationship Marketing, Vol. 3 (2/3), pages 65-87.

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Executives state that 43% of employees understand their company's brand promise whereas only 15% employees voiced that they did. Even worse, only 9% of employees believe that they live the brand.

MetLife 2008 Insights on Employee Branding and Engagement

Acid Test Your Brand Message: Is it DRAB?

- Differentiated and _____ - Are you the only brand to offer it? Can you prove it? Can others invade?
- Relevant/ _____ - Is it appropriate for your market? For your patients?
- _____ - No " _____ " allowed.
- _____ - Do your employees believe it? Can you deliver?

Start with _____ and Benchmarking

1. HR and _____ must partner
2. Listen to All Stakeholders - _____ counts too .
3. _____ Surveys - Doctors, patients, employees, physicians, and mystery shoppers
4. Research -Create _____ .

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- a. Awareness -
- b. Unaided Recall
- c. Top of Mind - How often are you _____?
- d. Familiarity
- e. Value
- f. Personality

Marketing begins at the bedside!

It is Always About the Experience

- Patient satisfaction based upon _____ and attention, not clinical acumen
- Great experience builds _____
- The _____ is the marketing
- _____ is key
- Introduce _____ and Behavior

Steps to Implement a Successful Internal Branding Campaign:

1. _____ Kick Off - Explain the plan and its attainability. Include short-term and long-term goals.
2. Share Insight With Organization - Don't keep to yourself; have a _____

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3. Regular meetings - Demonstrate the _____
4. Brand Ambassadors - Need evangelists to spread the good word. Recruit or _____
5. Launch Creatively within a _____ Framework - Cannot just be another ho-hum employee meeting.
6. Have a _____ Plan - How to fix, modify when it goes wrong.
7. Employ ALL _____ - Today, it's all about choice, use every option
8. Accountability - _____ based
9. Continual Loop of _____ - Ongoing with employees, patients, donors, and family members

The percentage of employees who would recommend others accept jobs at their companies had declined by a whopping 20 percent!

2009/2010 U.S. Strategic Rewards Survey by Watson Wyatt and WorldatWork

Look for Opportunities to Recognize Employees:

- _____ cards
- Caught in the _____ moments
- _____ with the Company
- Certificates of _____
- Hand-delivered _____ by Supervisors
- _____ at Meetings

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