

**ARE YOUR EMPLOYEES  
PROPERLY REPRESENTING  
THE CORPORATE BRAND?**

In the U.S., only 42% of employees on average know what their company stands for and what makes their brand(s) different from the competition.



# 10 ACTIONS

to ensure your employees  
become more brand aware,  
and are effective brand  
ambassadors.

A close-up photograph of several hands shaking in a circle over a table. The hands are of different skin tones and are adorned with various accessories like watches, bracelets, and a tattoo. In the foreground, there is a clear plastic water bottle with a black and white striped sleeve, a glass jar filled with a mix of nuts and dried fruits, and a small potted cactus.

**Action 1:** Acknowledge every employee as vital to the brand.

Brand Ambassadors are not limited to marketing or sales teams. Members from every department, and at every level, all play a role in representing the brand.

## **Action 2:** Audit internal communications.

Internal communications should be consistent with your company's brand style. Train your team to be aware of your brand's voice. If they communicate it right internally, they will communicate it right externally.

## **Action 3:** Create internal expressions of key brand imagery and messaging.

Your brand should live inside your workplace in every location and channel. The elements that define your brand should not be limited to customer interactions. They should be integrated in big and small ways, into work spaces and corporate environments.



## **Action 4:** Consistent communication.

Every day is a chance to highlight the core elements of your company's brand. Much like with culture, periodic meetings, call and gatherings can be used to reaffirm the brand purpose and intent.

**Action 5:** Regularly assess employees' understanding of the brand promise.

All employees should be able to articulate the brand promise, especially those interacting with customers and suppliers.








## **Action 6:** Educate all new employees on the brand identity.

As part of onboarding, all new employees should be able to express what your company stands for and what differentiates it from the competition.



**Action 7:** Ensure each employee understands how their job affects the customer experience.

This is especially important for roles that are not directly customer facing.

A close-up photograph of a person's hand in a dark suit jacket, giving a thumbs up gesture. The hand is the central focus, with the thumb pointing upwards and the other fingers curled. The background is blurred, showing a white shirt and a dark tie.

## **Action 8:** Recognize employees who go above and beyond to deliver the brand.

When employees know they will be recognized, they will have a stronger incentive to take action and be a model brand ambassador.

## **Action 9:** Display the brand message consistently.

All internal documents and communications should consistently depict and use the brand identity. Make sure that this is monitored, as if the brand is properly used internally, it will be properly used externally.



## **Action 10:** Survey your employees for internal brand insights.

Allow your employees to express their ideas and give feedback into the brand. The Brand becomes imbedded into the company culture when employees are engaged.



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**Brand Leadership Solution<sup>®</sup>**

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organizations achieve absolute  
distinction and sustainable  
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