

# TUESDAY *Strong*

Empowering others to use professional development and branding for success.



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**BRAND AMBASSADORS**  
WHAT EVERY PROFESSIONAL SHOULD KNOW ABOUT  
**BRAND AMBASSADORS**

**PROGRAM PREVIEW**

<http://tuesdaystrong.com>

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## Learning Objectives:

- ❑ Understand how to enhance your ability to contribute as a strategic partner using progressive techniques.
- ❑ Know how to develop, influence, and execute cross-functional strategies using action planning.
- ❑ Understand how to investigate the dynamics that support and impede employee engagement initiatives using program inventory and analysis.
- ❑ Learn to conceptualize programming to engage employees and improve performance using a unique combination of human resources and marketing practices.

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By day, Tuesday Strong is a project director and brand ambassador who is tasked with strategic initiatives that result in organizational development. With over 20 years of experience, Tuesday offers guidance based upon a combination of her experience, education, and unique life, challenging you to leverage your strengths and resources to prepare for success – however you define it.

Tuesday holds a Bachelor of Science Degree in Human Resource Management from Saint Mary-of-the-Woods College, a Master of Science Degree in Human Resource Development from Indiana State University, and a Master of Science Degree in Strategic Management and a Master of Business Administration Degree from the Indiana University Kelley School of Business. Tuesday is a Certified Professional in Human Resources through the Society for Human Resource Management. Tuesday completed the Management Development Program at Harvard University in Cambridge, Massachusetts.

# BRAND AMBASSADORS

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**Brand ambassadors represent organizations by sharing information about the organization and its products or services that informs or motivates customers.**

Most employees can be considered brand ambassadors. How effective they are at representing the organization depends on various factors, many of which are influenced by the organization.

*Many organizations fail to realize the asset their employees are in this regard and opportunities to strengthen brands and engage employees are missed.*

# BRAND AMBASSADORS

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More often than not we think of paid spokespeople or models when we think of brand ambassadors. **All employees, whether or not they interact directly with customers as part of their daily duties, are brand ambassadors.** Managers, administrators, employees in leadership positions and other “behind the scenes” employees are all brand ambassadors whether or not they think of themselves in this way.

***It does not matter if employees are formally trained to be brand ambassadors because all employees are brand ambassadors.***

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# BRAND AMBASSADORS

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**Most of us interact with brand ambassadors daily. More often than not when people meet one another they ask one another a version of “where do you work?” or “what do you do?”**

Now think about how *you* usually respond. While some, perhaps those more experienced at networking, answer this question with targeted responses to ensure they present themselves well, others describe their job function or employer in general terms.

***It is in these situations that value is gained or lost for both employees and organizations.***

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# BRAND AMBASSADORS

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For employees, these brief moments offer the opportunity for them to not only share with others what they do and where they work but also how they add value as well as offer a glimpse into who they are and what they're capable of.

For organizations, such moments can be golden because they can literally add value to current and future customer experiences and increase or decrease loyalty and positive or negative impressions. This multiplies when customers and potential customers share their interactions with friends, family, and co-workers.

***All employees, not just front line employees, can help build or detract from the brand.***

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# CUSTOMERS AND TRUST

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**Employees interact with customers, potential customers, and others who share information via word of mouth both in person and online.**

**Recommendations hold tremendous value for someone seeking validation before investing in a product or service given that *people have a tendency to trust someone they know before they will trust an ad or commercial.***

***Organizations are beginning to recognize employees and supporters as brand ambassadors and they are beginning to work together to add value to organizations and be a source of competitive advantage.***

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# BRAND AMBASSADORS & THE ECONOMY

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**By training employees to be brand ambassadors, organizations offer customers and potential customers, additional connections to the organization and in many instances, improved service as well as the opportunity to provide feedback regarding products and services.**

This additional line of communication and the resulting tightened feedback loop positions the organization to reduce the time involved in implementing solutions. Greater customer satisfaction and at times, increased market share can result.

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# EMPLOYEE CONTRIBUTIONS

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Loyal, engaged brand ambassadors can contribute to an organization's stability, growth, and longevity by:

- 1) Serving as an additional channel of communication;
- 2) Strengthening relationships;
- 3) Establishing new relationships;
- 4) Preventing the loss of customers; and by
- 5) Saving time and money.

# A WIN-WIN

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Serving as a brand ambassador for an organization results in many benefits for the organization but it also benefits employees – employees who serve as brand ambassadors are:

- ✓ proactively participating in their professional development;
- ✓ enhancing their communications skills;
- ✓ growing their networks; and
- ✓ distinguishing themselves from their peers.

**Every interaction positions employees to strengthen bonds and grow their networks—both of which are in demand or are highly sought after by employers.**

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# A WIN-WIN

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**Organizations benefit when employees network.**

**When employees network they are representing themselves and their organizations.** In this context they are an extension of the organizations formal marketing efforts and serve as an additional channel of communication. This essentially places them on the front lines and front line employees almost always receive training prior to interacting with customers.

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# MEASURING THE VALUE

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## Value from Increased Customer Loyalty

- Customer behavior
- Repeat purchases
- Customer feedback
- Recommendations

## Value from Employee Engagement

**Employee engagement begins with day one.** With communication and involvement at the very essence of many employee engagement strategies, ***employers that are not engaging their employees and recognizing them as brand ambassadors are essentially missing opportunities.***

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# AN ENGAGEMENT STRATEGY

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## Engaged employees tend to:

- ✓ be more productive;
- ✓ focus on quality;
- ✓ be proud of their work and organization;
- ✓ positively promote the organization; and
- ✓ have increased longevity with the organization.

# A CUSTOMER STRATEGY

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## Customers receive value from:

- ✓ better service;
- ✓ increased communication;
- ✓ improved understanding of product/service features and benefits; and
- ✓ opportunities to provide input into product and service upgrades.

# A REVENUE STRATEGY

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## Organizations receive value through:

- ✓ more content employees (less turnover);
- ✓ more productive employees;
- ✓ increased customer input;
- ✓ increased customer satisfaction and loyalty;
- ✓ repeat purchases; and
- ✓ referrals.

# INTERNAL BRANDING

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## Talent is attracted to the Best Brands

- ❑ Branding externally forces the organization to distill what it stands for as an employer and business and it's promise of value.
- ❑ What promises is the organization making to its employees?
- ❑ Branding internally must occur before successfully branding externally can occur.

## Sincerity and Engagement are Key

- ❑ Talent development (internal opportunities not just off site training)
- ❑ Collaboration
  - ❑ Information sharing (two-way communications)
  - ❑ Use different mediums (including social media)

# INTERNAL BRANDING

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For organizations the extent to which they are a sought after place of employment matters—to employees and customers.

## Talent is a competitive advantage.

*The ways in which organizations recruit, onboard, and develop talent matters internally and externally.* The organization's actions help employees understand how much it values them. Organizational actions are the brand. Inconsistencies in communications and actions are easily identified by employees and impact morale and performance. Who you say you are and the messages your actions send inform employees and customers.

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