

Achieve Brand Integrity®



Operationally Define the Five Dimensions of Brand Integrity®

70-90%

of companies fail in the execution of their strategy.

Fortune Magazine

“Using the Achieving Brand Integrity process, we managed to develop alignment in eight hours that everyone in the senior staff believed in. We haven’t been able to manage that in eight years.”

Greg Novak
CEO
Harris Interactive, Inc.

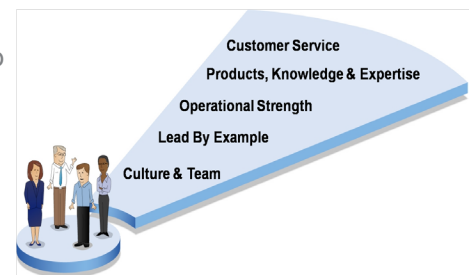
Top Reasons Most Companies Fail at Strategy Execution

- 1 Leaders lack alignment on vision, mission, values, and how to do them
- 2 Strategy isn’t communicated effectively
- 3 Employees aren’t engaged, educated, and held accountable for impacting success
- 4 Success isn’t captured, shared, and celebrated to reinforce best practices

How aligned can you get all leaders and employees on who you are as a company, where you are going, and how (behaviorally and experientially) you will get there?

Operationally defining the five dimensions of a productive and profitable brand is the first step to engaging employees, aligning behavioral expectations for what success looks like, and creating a culture of accountability to drive consistency and achieve results.

In this workshop your team will edit, enhance, and prioritize the necessary beliefs and non-negotiable behaviors derived from the Achieving Brand Integrity Assessment taken by employees. In addition, key work culture and customer experience processes will be prioritized for integrating the brand.



Overview

- Six to twelve leaders/employees
- Pre-workshop: Conduct Achieving Brand Integrity Assessment
- Full-day workshop to operationally define and prioritize beliefs, behaviors, and culture processes for the Five Dimensions of Brand Integrity

Benefits from this workshop include:

- Excellent leadership engagement and alignment exercises
- Enrollment and buy-in to development of a branded culture to drive decision-making and organizational behavior
- Development of nonnegotiable beliefs and behaviors all employees can follow
- Increased awareness and alignment on the highest priority cultural and customer experience processes that need to be improved, trained, measured, and reinforced

