

BECOMING A LIVING BRAND LEADER WITHIN YOUR ORGANISATION



THE IMPORTANCE OF BECOMING A BRAND CHAMPION LEADER WITHIN YOUR ORGANISATION

This insightful two day workshop will demystify the practice of **Emotional Intelligence**, Neuro-Linguistic Programming (**NLP**) and other Behavioural Sciences. It will allow you to:

- » Practically apply theories back in your organisation
- » Increase employee engagement
- » Deliver a branded customer experience time and time again

To deliver an exceptional customer experience, it is imperative that there is alignment between your **brand** and your **customer service delivery**.

This workshop is guaranteed to give you and your Leadership Team practical tips on how to move your frontline people into proactive **Living Brands®**, turn words into actions and more importantly, keep this momentum alive and well.

Through the application of tried and tested behavioural science techniques and methodologies, your Living Brand® experience will also explore the mindset and approach of **visionary leaders** at all levels within your organisation. This is an exceptional opportunity for networking with other leading brands, sharing experiences in an environment that has been carefully orchestrated to embrace free thinking. It will also offer the added value of assisting leaders in their **personal development** and effective learning journey.

“Great inspiring workshop that will change your perceptions of your behaviour”

Internal Communications Manager - Serco Docklands

**“So many positive tools to use when liaising with my colleagues.
A very worthwhile and beneficial workshop.”**

Contact Centre Manager - Nisbets

“Fresh, relevant and engaging”

Director of Customer Support - Allocate Software

“I would highly recommend the course to anybody looking to move forward in their career.”

Team Leader - International SOS



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COURSE OUTLINE

day
one

Building Your Leadership Brand

If you want to grow your Living Brand® culture and offer a unique and memorable customer experience you must first have a clear roadmap for your leadership style and the key on-brand behaviours that you want to have delivered through your people. **Your day will include:**

- » How best to engage frontline teams to bring alive your marketing team's vision
- » Utilise the Bridge Customer Expectation Line methodology
- » What your customer really expects from your frontline teams and how to utilise this in customer retention
- » Putting the foundation of your Brand2Life programme in place
- » Utilising the power of NLP to move your words into real life customer experiences
- » Building an Emotionally Intelligent and Customer Focused frontline team
- » Turning marketing speak into deliverable actions through a Living Brand® culture
- » Motivating your frontline team to be inspired by great service
- » Ensuring that the entire organisation buy-in is gained and sustained

day
two

Own the Power of the Living Brand Champion

Creating a unified people culture that supports and reflects the brand values will ensure both employee engagement and true commitment to offering customer support. This key stage is all about continuous implementation and how to ensure that your Living Brand® leadership status is equipped and motivated to maintain the brand vision and support the people that bring it alive every day. **Your day will include:**

- » Giving your Living Brand® culture the autonomy to grow and deliver an on-brand customer experience
- » Ensuring that all tiers of the organisation are living the brand values whilst building and retaining customers relationships
- » Setting clear goals and personal expectations
- » Ensuring your leadership style embraces the 3 C's of culture: consistence, commitment and connection
- » Linking performance to brand delivery and great customer experiences
- » Creating a culture that encourages team work, coaching and mentoring
- » Building an internal communication structure that is both top down and front up
- » Ensuring that appropriate monitoring is in place to gain a clear ROI picture of your Living Brand® performance

Take a moment to think about your organisation's brand.
How is it brought to life through your people? What does it look like? How does it feel?
Are your people bringing your brand to life and offering a positive representation to your customers?

Bridge Training and Events offers a fresh and imaginative approach to people and culture development, training and consultancy, enabling its clients to truly connect with their people, their customers and their company's vision.



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Learning Outcomes

This workshop has been designed to give delegates the leadership skills and insight to go back to their respective companies with a pragmatic approach to service delivery. The workshop acts as a catalyst to developing leadership skills and knowledge of the psychology behind what makes a great leader. However it also allows delegates the opportunity to look at brand, vision and values in a unique way and how these can act as a roadmap for a branded customer service experience. Great leaders need to be inspirational and ignite their teams to have a closer connection to their company values and align their service with the expectations of their customers.

Delegates will leave the workshop with **four core areas of enhancement:**



Leading your team as a living brand champion
Utilising your brand values and a roadmap for people development
Inspiring others with your leadership style
Increasing employee engagement
Truly connecting your people to your brand
Defining your leadership style
Conducting a brand/people audit

PEOPLE



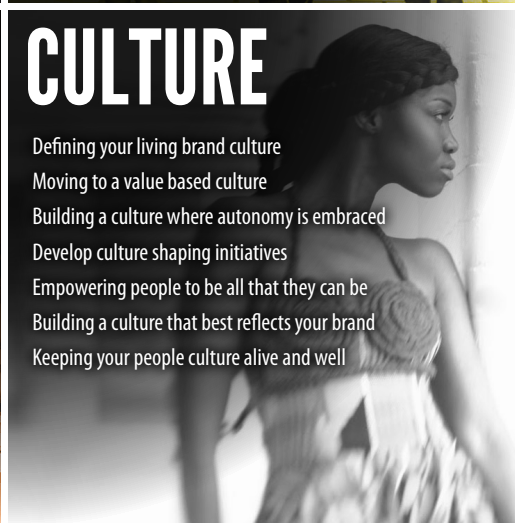
Delivering on your customer promise of service
Understanding why customer choose your organisations
Giving customers a branded and consistent service
Profiling and customer communication styles
Improving the customer experience
Educating the frontline on customer expectations
Inspiring your team to truly put the customer resolution first

CUSTOMER



What is brand and how best to translate it to the frontline
Clarity of the true meaning of vision and values
The projected personality of your company
Turn marketing words into service actions
Using brand to create a connection with your people
Building a people environment that best reflects your brand
Consistent service delivery

BRAND



Defining your living brand culture
Moving to a value based culture
Building a culture where autonomy is embraced
Develop culture shaping initiatives
Empowering people to be all that they can be
Building a culture that best reflects your brand
Keeping your people culture alive and well

CULTURE

Agenda

Day One

- What is Brand?
- The Power Behind Brands
- The Living Brand Methodology
- The Bridge Brand2Life Programme
- Inside the mind of Leaders
- Emotional Intelligence
- EI: Self-awareness
- Becoming a tri-communicator
- EI: Self-Motivation
- Bridge Rings of Power
- The Action Bridge
- EI: Intuition
- EI: Emotional Management
- Staying on the Neutral Zone
- Self-Regulation and Growth Stunters
- EI: Social Skills
- EI: Profiling

Day Two

- The Brand / People Audit
- Leadership
- Living Brand Leader - 3 ING Plan
- Building Teams made simple
- Leading a Living Brand Culture
- The Bridge Brand2Life Leadership Model
- Culture: the 3 C's
- Culture: connection
- What is a Living Brand Culture?
- System and Culture of Leadership
- Culture Shaping Initiatives
- Culture: commitment
- The driving force behind a value based culture
- Culture: consistency
- Communication styles

BECOMING A LIVING BRAND LEADER WITHIN YOUR ORGANISATION

Workshop Overview

Workshop Goal: Successfully allow delegates to utilise the power of their brand values as a leadership tool and an employee engagement & culture building instrument

Learning Method: Mixed between theory and practice, with facilitated discussions and group activities.

Module Overview	Learning Outcomes
Module 1: What is Brand?	
<p>Delegates will:</p> <ul style="list-style-type: none"> » Consider their own views on brand » Be introduced to the opinions of world leaders and infamous heads of business » Explore what 'brand' really means 	<p>Delegates will:</p> <ul style="list-style-type: none"> » Understand the true concept of 'brand' » Begin to explore the language and mindset of a Living Brand® organisation
Module 2: The Living Brand Methodology	
<p>Delegates will:</p> <ul style="list-style-type: none"> » Be introduced the methodology framework » Explore the areas of Matrix, Roadmap and Culture 	<p>Delegates will:</p> <ul style="list-style-type: none"> » Understand and strategise how to incorporate the Living Brand® Methodology » Explore the intrinsic relationship between the Customer, Employee, Marketing & Media » Delve into brand values and customer expectations » Learn about the 7 functions of Emotional Intelligence and how to adopt these to maximise potential in self and others
Module 3: Your Brand Alive Project	
<p>This is a 5 part group exercise that runs throughout the two days. Delegates will be asked to :</p> <ol style="list-style-type: none"> 1. Create a fictitious organisation and agree key values 2. Consider a frontline recruitment strategy 3. Create a new culture programme strategy 4. Agree 5 'must do's' to nurture and sustain a successful culture 5. Deliver a 5 minute presentation to fellow delegates 	<p>Delegates will:</p> <ul style="list-style-type: none"> » Collectively experience the intelligence behind brand and values alignment within an organisation » Explore the DNA of a great frontline » Agree the importance of culture and how to sustain it
Module 4: Inside the Minds of Customers	
<p>Delegates will:</p> <ul style="list-style-type: none"> » Discuss buying power, market influencers, stakeholder loyalty and sensory stimulation » Be introduced to the principles of Neuro-Linguistic Programming (NLP) 	<p>Delegates will:</p> <ul style="list-style-type: none"> » Understand the mindset of their customers and how to secure stakeholder loyalty and brand alignment » Gain a high level understanding of the principles of NLP and how to practically apply the learning into the workplace

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Workshop Overview

Module Overview

Learning Outcomes

Module 5: Are Living Brand Leaders Born or Made?

Delegates will:

- » Explore their own brand values and detail the substance behind the words
- » Be introduced to the DNA of great leaders according to market research
- » Delve further into the 7 areas of Emotional Intelligence

Delegates will:

- » Understand the importance of bringing values alive through a considered approach
- » Explore market research around the attributes of a great leader
- » Learn how to effectively lead through an enhanced understanding of Emotional Intelligence

Module 6: The Bridge Brand2Life Leadership Model

Delegates will discuss the principles of the Bridge B2L model. In particular:

1. The Director
2. The Living Brand Champion
3. The Team Player

Delegates will:

- » Understand the effective principles, practices and behaviours of a forward thinking leader
- » Reflect on their own strengths and development areas and prioritise next actions

Module 7: The Driving Force Behind a Values Based Culture

Delegates will:

- » Explore new methods of motivation and cultural growth
- » Re-evaluate current working practices and strategise how to inspire others

Delegates will:

- » Understand the concepts of autonomy, mastery and purpose and how to implement these into the workplace
- » Better understand how to motivate others and significantly increase operational output