

hello^o



Home's guide to creating great brands from the inside out



1. How do organisations keep their brand promise

We're all emotional, intuitive beings. As customers, that means we create our own ideas of what a brand means to us. When enough people arrive at the same gut feeling a company can be said to have a brand. That means your brand isn't what you say it is, it's what your customers believe it to be. And, while you can influence this customer perception, you can't fully control it.

A great brand makes all the difference. To grow your business, your customers have to develop emotional connections with your brand.

Employees are the link between your brand and your customers. Every time they interact with customers, employees create 'moments of truth' – moments when your customers experience your brand first-hand. Every time this happens there's an opportunity to keep your brand's promise. When it goes well, it's brilliant, enhancing your brand and making your customers – and your employees – smile. But all too often it goes wrong – usually in organisations which haven't managed to translate their brand into employee behaviour.

Translating your brand into 'something people do' is challenging. It means bringing your brand to life across culture, training, performance and remuneration and internal communications, making delivering on your brand the responsibility of everyone in your company. It's about integrating your external brand with your employer brand, creating a seamless experience for customers and employees alike.

So what is an employer brand?

Tim Ambler from the London Business School defined an employer brand as “a package of functional, economic and psychological benefits provided by employment and identified with the employing company. The main role of the employer brand is to provide a coherent framework for management to simplify and focus priorities, increase productivity and improve recruitment, retention and commitment.”

The employer brand is the gut feeling created by the employment experience. It's how it feels to work round here. Getting it right will create engaged, committed and motivated employees, who in return become advocates for your brand.

Where does the employee value proposition (EVP) fit in?

An EVP is a statement that sums up the employment experience offered by a company. In other words, it's the employment deal. What the employee can expect from their employer, in return for their hard work and commitment.

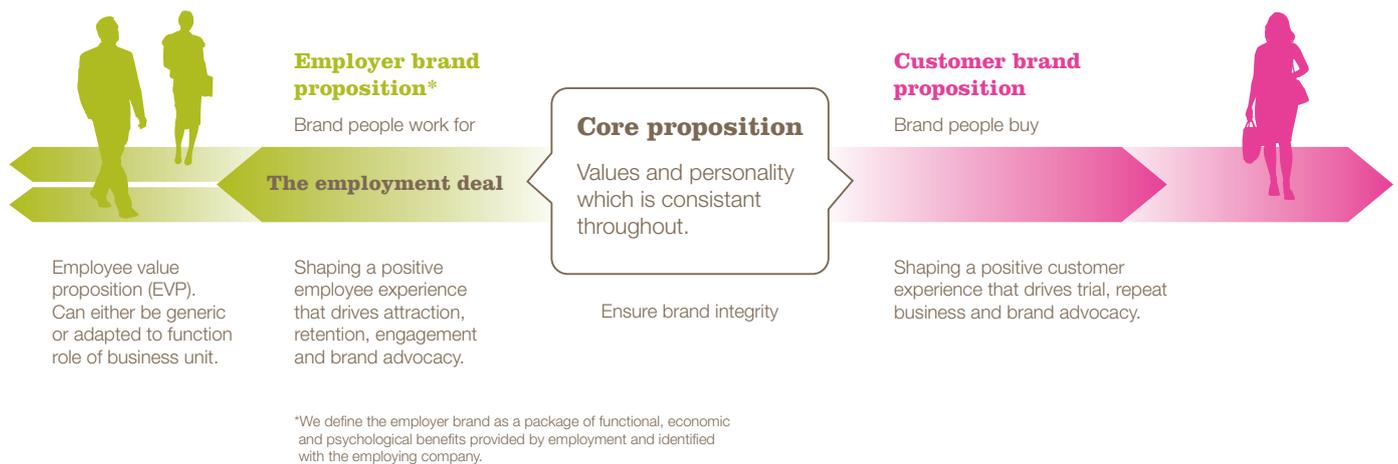


But mind the gap

A brand is often an aspiration – a vision to strive towards. But if the gap between the vision and reality is too great, the behaviours and attitudes in the workforce can be negative.

That means, while it's fine for your brand to be aspirational, it also has to be recognisable. Something we're all moving towards, something we're all pulling for, something we're all going to achieve. After all, there's no point putting time and money into creating an employer brand that doesn't deliver. (If this all sounds like a lot of hard work, remember it will pay dividends in terms of your customer experience. And it's not all down to you – employer brands that have been co-created by employees are more likely to reflect the reality of the workplace too.)

Home's brand alignment model





2. How organisations can develop an employer brand



1. Start where you are

Use employee research to build a picture of your current employer brand. How do your people feel about your organisation?

- What's the most common reason given for people's commitment and loyalty?
- How do people describe the organisation?
- What do people feel are the benefits of working for your company?
- What sets your organisation apart from its competitors?
- Do people focus more on 'what we do' or 'how we do it'?

2. Define the brand you'd like to develop

Whether you want to improve the quality of your new recruits or the retain more of your current staff, identify what would improve engagement and brand advocacy for your people. This should have a compelling or relevant hook to help you shape the employment experience. Make sure you include a timeframe too.

3. Develop the vision

How would you like to be perceived? What do you want your employer brand to stand for?

- What are the main drivers for successful engagement?
- What do you want the personality of your business to be?
- Think about employees at different points in their career lifecycle – what do they need, when?

4. Develop your employer brand statement

This should be a simple summary, encapsulating your brand reality and your brand vision – a 'from/to' statement.

5. Develop your brand values

We all have values – the things we believe in. Your brand values are the things you want your employer brand to stand for.

- Make sure your organisation's leaders model the right behaviours and values and lead by example.



6. Develop your brand personality

Your brand's look, feel and tone needs to be unique to you and grounded in reality – it needs to feel both aspirational and real.

7. Develop your employee value proposition

This is the sum total of why working for you is better than working for anyone else. It should include all the tangibles (like pay, benefits, development, family-friendly policies) as well as the more intangible benefits (like culture, environment, fish and chips in the canteen on Fridays). The employee value proposition helps your people understand how your brand meets their employment needs, capturing the full value of employment for both the individual and the business. You may want to develop different value propositions for different employee segments – one size might not fit all, however the core values should be the same.

- Make sure your reward and performance management systems reflect the behaviours and values you want – be clear you're rewarding people for doing the right things for your brand.

There's no place like home

Home is an award winning employee engagement agency that specialises in internal communications. We have 30 years experience designing and delivering creative work that educates and inspires people to perform at their best every day. We do this by putting people at the heart of everything we do.

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thank you