



MAKING CONNECTIONS:

How brand management can **elevate** your culture and **impact** your organization.

Managing your brand is a big lift and it's not always easy to get it right! Often overlooked, yet 100% crucial to an organization's livelihood are its employees – your best brand ambassadors and the make-or-break factor for success.

There's a distinct link between employee loyalty and customer/patient/client loyalty.

There are all sorts of marketing strategies designed to focus on patient satisfaction, customer loyalty, and retention, but one of the most important aspects in achieving these goals is the level of employee engagement with a company. If employees are engaged and loyal to a company, they're more likely to provide exceptional service to the organization's customers, representing your brand in a positive way. As Insight Global notes, there is "the unseen connection between employee retention and customer loyalty."¹

That's why it's critical to connect team members to the brand.

Brand management solutions help elevate a company's culture and build a brand internally to anchor trust. When your employees are engaged, when they're recognized, when they feel appreciated – when they are connected to your brand - their performance will improve, and your internal "brand loyalty" will continue to grow. "A happier workforce is clearly associated with companies' ability to deliver better customer satisfaction – particularly in industries with the closest contact between workers and customers, including retail, tourism, restaurants, health care, and financial services."²



Ensuring teams **understand and embrace** a company's mission, vision, and values will make an impact on motivation, engagement, and retention.



So, what brand management solutions can you use to engage your teams and build employee loyalty? Here are a few ideas.

Foster a culture of recognition.

Connect your employees to your brand through recognition that reinforces your mission, vision, and values. Your employees are your brand's biggest asset – ensuring your teams have a proper way to be recognized and rewarded for living your organizational values and goals will maximize impact to engage and retain them. Strategic recognition systems are a critical component to your people strategy and are proven to engage and retain employees, reduce costs, and increase revenues.

Build an identity for your organization with branded merchandise.

Strategies that build brand equity with employees are an absolute “must do” in today's workplace. Branded merchandise is a great way to extend your brand to your internal audience. Make employees feel special and part of the “family” with distinctive items featuring your unique logo or identity. In addition, they help positively promote your organization externally – with your employees sporting their favorite branded merchandise items with pride.

Recognize all service milestones.

It's important to make your service awards a recognition touchpoint to reward the dedication of employees who have built a career with you, while encouraging tenure. Early career milestones and annual service anniversaries are a great way to highlight the importance of their role, show your appreciation, and encourage continued personal growth and success.

Make connections that start with good communications.

Communication and training are vital to the lifeblood of a strong company culture and an incredibly important part of managing your internal brand. How and when you communicate, the channels you use, and the messages you share, all feed into supporting the connections employees feel for you. Create your internal marketing plan to support your recognition strategies and you're guaranteed to build a sense of advocacy, connection, and involvement.



Creating a high-performing organizational culture doesn't happen overnight. Investing in your employees' experience and connecting them to your brand is an investment that delivers outcomes that matter not only to your retention and engagement goals, but also links directly to your customer or patient outcomes.

<https://insightglobal.com/blog/customer-retention-through-employee-retention/>
<https://hbr.org/2019/08/the-key-to-happy-customers-happy-employees>

