



BUSINESS, BRAND & EMPLOYER BRAND ALIGNMENT WORKSHOP

How are aligned are your people, brands and business?

We have designed a Business-to-Brand Alignment Workshop to identify the key barriers and bridges to unlock the value in your people, brands and business. Aligning people, brands and business achieves healthier results.

There are eight key moments in time when it would be beneficial to run a Business-to-Brand Alignment Workshop:

- When you're thinking about or have a just gone through a merger and acquisition or joint venture
- When you have a new business strategy and want to understand if and how well your customer, corporate and employer brands align to drive the business forward.
- Prior to revitalising the corporate, customer and/or employer brand positioning to inform the brief
- After revitalising the corporate, customer and/or employer brand positioning and you want to identify where it's tracking well and where it could use some extra attention to maximise its effectiveness across the organisation
- When you're about to start business and brand planning for the next period (annual or 3-year) and want to identify where you focus your resources to maximise your investment.
- When it becomes clear that your business is not consistently delivering against its promise to customers, employees and stakeholders (customer complaints, employee exits, investor divestment)
- When business results are struggling and/or research findings across the dashboard of brand tracking, corporate brand reputation, customer experience and employee experience are not telling the one story
- When your sustainability strategy sits separately to the rest of the business, putting your business at risk of not delivering what stakeholders are demanding and/or green-blue-rainbow-woke washing!

Below are our point of view and proposition to set the context, and an outline of what the workshop entails. The workshop design is tailored to your specific business, brand and audience needs.



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Our point of view and proposition

People and brands are your company's most valuable assets.

Yet in many organisations their value is not realised due to lack of alignment between:

- The company's and people's purpose and values;
- Business, brand and employer brand strategies;
- Operational silos; and
- The promise the company is making to its employees, customers and stakeholders through its communications and their actual experiences.

We unlock value by engaging, aligning and activating people around a distinctive, meaningful purpose, values and idea, building aligned business, brand and employer brand strategies, and integrating all communications and experiences. Ensuring your brand connects with and consistently delivers against its promise to your customers, employees and stakeholders.

We align objectives, strategies and activities, informed and inspired by primary, secondary and tertiary quantitative and qualitative research and data. Linking brand to business strategy and the bottom line to raise brand value and drive sustainable business results.

We apply over 28 years' experience to your business challenge, sharing our energy and insight to help you build, change and grow.



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Business-to-Brand Alignment Workshop Outline

Below are the workshop inclusions. The workshop design will be finalised based on your individual business needs.

Briefing

- We'll send you a 12 Question Survey to complete and share with us information that demonstrates your challenges and opportunities, such as:
 - Business strategy, model and commercial value proposition, annual and sustainability plan
 - Key category/competitor insights, customer segmentation/profiles, brand positioning, marketing and customer experience plan
 - Corporate brand/reputation communications
 - Employer brand, employee segmentation and experience
 - Commercial results and research findings from internal and external data, qualitative and quantitative, formal and anecdotal feedback, social listening, customer complaints, employee turnover etc
 - Organisation structure and brand architecture
 - Any internal hypotheses that need to be proven/disproven
 - KPIs, approvals and hurdles, budget constraints for this project
- We'll conduct an initial review of your response and information to check we understand the challenges and opportunities and follow up with 1.5 hour briefing session conducted face-to-face or 1-2 x video conference calls
- During this conversation, we will discuss the approach and identify whether there is the need to collect any further information prior to the workshop – either by your team or ours.
- We'll finalise approach including sourcing additional information, responsibilities/tasks for attendees pre-workshop and tailoring the workshop design to the business needs; agree on the date, attendees and location for workshop.

Pre-workshop inputs

- Allocate responsibilities and tasks for attendees, giving each attendee or group of attendees (depending on numbers) responsibility to prepare for one of the four workshop questions and templates to bring to the workshop complete (Note: we can work with attendees/groups on these inputs as required).
- Provide briefing and templates for sourcing additional information for your team (as required).
- Complete sourcing of additional information by our team (as required).



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Workshop preparation

- Review all information provided and add to challenges, opportunities and hypotheses.
- Develop discussion guide, presentation and stimulus for the workshop.
- Present to client face-to-face or via email and conference call, make any changes and client sign off.
- Organise the workshop location and materials.

1 x 1-day workshop, 2 x 1/2 day workshops, 4 x 90 minute video conference workshops

- Objectives
- Hypotheses
- Alignment of People, Brands & Business (4 Key Questions):
 - How aligned are the business, brand and employer brand strategies? Where are the challenges? What are the barriers to alignment?
 - How aligned are customers, employees and stakeholders to the purpose, values and positioning of the business, brand, employer brand? Where are the challenges? What are the barriers to alignment?
 - How aligned are the operational silos to the business and brand strategies? Where are the challenges? What are the barriers to alignment?
 - How aligned is the promise the company is making to its employees, customers and stakeholders to actual communications and experiences? Where are the challenges? What are the barriers to alignment?
- Ideation:
 - Ideate the Bridges to overcome the Barriers
- Prioritisation:
 - Discuss and agree on Prioritisation Criteria/Weighting
 - Identify key opportunities

Post Workshop

- Write up workshop output
- Add external perspective on “how aligned are your people, brands and business” and any final recommendations
- Interactive Presentation with Client and Team

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