

ENGAGED!

Outbehave Your Competition to Create Customers for Life

GREGG LEDERMAN

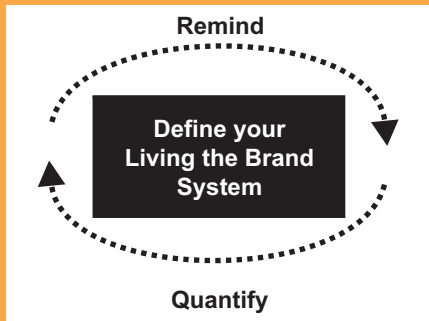
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The Web site for this book is at www.engagedbook.com.

ISBN 978-1-77544-782-5

MAIN IDEA

Customers love doing business with any company which has a highly motivated workforce who are enthusiastically dedicated to delivering a great experience. To arrive at that happy (and profitable) destination, three things are required:

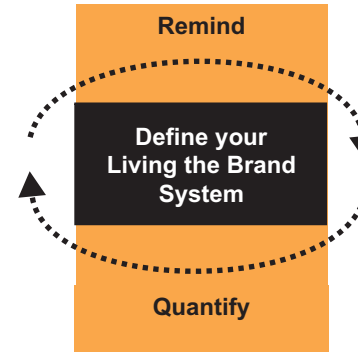


- 1 You have to define what living the brand looks and feels like – your living the brand system.
- 2 You have to keep reminding people day by day what's required to live the brand.
- 3 You then have to quantify how you're doing and make the ongoing adjustments required to fine-tune and improve.

Pure and simple engaged employees live and breath your brand. They know your mission, buy-in to your values and deliver those day-to-day experiences which bring your brand to life. The more engaged they are, the better. It makes sense to treat your people well so they will do the same to your customers.

"A Living the Brand strategy is the single most important differentiator between a good company and a great company. The companies that consumers love to do business with have cracked the code on creating an ENGAGED workforce that Lives the Brand – they outbehave the competition. These companies get recognized as best places to work and get rewarded with ENGAGED customers who are incredibly loyal."

– Gregg Lederman



Four Principles for Defining Your Living the Brand System Pages 2 - 4

All businesses operate with systems. To create an engaged workforce, you need to create a system for getting everyone to live your brand. This can't be restricted to any one department but must be owned and operated company-wide. It's vital that you clearly define the branded experience you aspire to deliver. If you don't have everyone on the same page and working towards delivering the same experience, you don't have a prayer. Define what living the brand means using four principles:

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- 1 Get every employee working on it
 - 2 Remember happy employees lead to engaged customers
 - 3 Don't just talk culture, make it visible to all
 - 4 Move from culture talk to culture change

Four Principles for Reminding and Quantifying the Customer Experience Pages 5 - 8

Once you get your ideal branded experience clearly defined, your next challenge is to create a performance-based culture where everyone lives it. To do this, you use tools to measure what's happening and then regularly remind everyone what they need to be doing better in the future. Metrics are what matters most when it comes to improving your ongoing performance in living your brand.

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- 5 Quantify – Turn common sense into common practice
 - 6 Don't survey – Get busy building customer relationships
 - 7 Put the carrots away – Rewards don't work the way you think
 - 8 Manage the experience to build trust in you as a leader

