

# BECOMING A LIVING BRAND LEADER WITHIN YOUR ORGANISATION



**Dates: 19<sup>th</sup> & 20<sup>th</sup> October 2011**  
**Location: Park Plaza County Hall**  
**Central London**

## 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**<sup>®</sup>, 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<sup>®</sup> 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.

**Due to the interactivity of this workshop places are limited, so  
book today to guarantee your place on our website**

[www.livingbrand.co.uk](http://www.livingbrand.co.uk)

**Delegate Profile:** Team Leaders and Managers of Customer Service and Frontline Teams

**Cost:** £499 + VAT



# BECOMING A LIVING BRAND LEADER WITHIN YOUR ORGANISATION

## 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 customer 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.



Fabio Marcolini  
Head of Marketing  
+44 845 362 7729  
fabio@insidebridge.com

Mark Honey  
Head of Business Development  
+44 7789 488 661  
mark@insidebridge.com