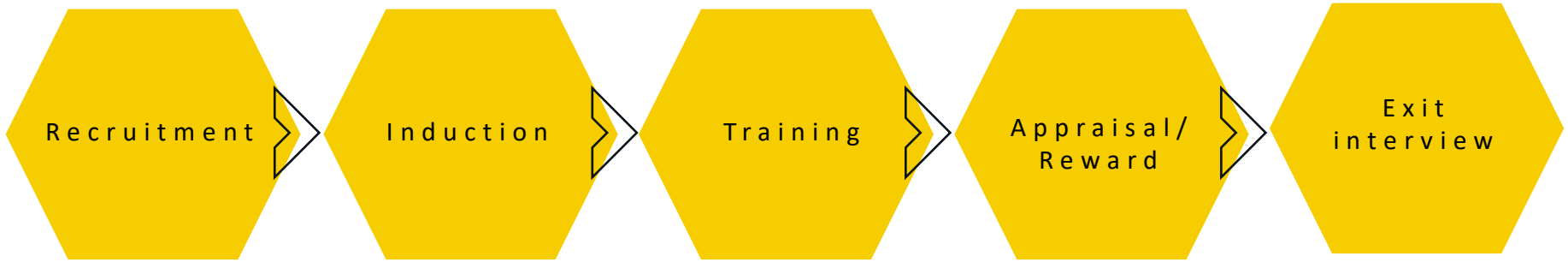
Dr. Darren Coleman, Brand Expert, Propolis,
October 2023

Aligning your team with your brand

Employee experience and brand not aligned

- Employees don't appreciate how their behaviour conveys the brand
- Team behaviour that is (generally) 'off' brand
- Inconsistent team behaviour that doesn't scale
- Fragmented team behaviour



- How can we recruit people who embody our brand values, essence, personality and positioning?
- How can we induct employees, so they understand how to enact our brand values, essence, personality and positioning?
- What training can we give employees so they behave, naturally, in ways that support our brand values, essence, personality and positioning?
- How can our appraisal / reward systems encourage behaviour that propagates our brand values, essence, personality and positioning?
- How can our exit exit interviews express our brand values, essence, personality and positioning?

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