

Thank you for being part of the Living Brand Result CPHR session.

To get your free PDF copy of Michel Hogan's ebook

“The Unheroic Work” visit:

brandresult.com/theunheroicwork

Connect with us on Twitter, LinkedIn and Instagram. You can find out more or contact us at brandresult.com

© Copyright 2019 Living Brand Result.

Brand is
a result
of the
promises
you keep.”

Michel Hogan

LIVING
brand
RESULT

Org identity are your purpose and values. It reflects your intention, is held in your promises, and shapes people's experience.

Identity

i x

Big and small promises make what you intend visible, and set up the experience you deliver.

Promises

p
/
e

Brand is a result of the promises you keep.

Brand

= b

© 2017
Michel Hogan

Experience

Capitals:



Experience is where what you intend meets what you do and where promises are kept or broken. Most visibly for employees and customers, but also for other stakeholders such as investors, suppliers and partners.

Promises and experience are in a constant dance of intending and doing with the brand a result. They are played out across **the capitals** of the organisation – *time, talent, energy* and *resources* including finance and technology.

5 Ideas

To help you close the loop between employee and customer experience.

1. Be sure everyone clearly understands what's most important to the org.
2. Show people how to apply your identity to their everyday actions and decisions.
3. Map where your customer's experience connects with what employees do – back office to frontlines; barriers, pain points and happy moments.
4. Start by improving three easy things so people see progress is possible.
5. Mix it up, use the ripple effect to help people see how what they do connects to others.

6. Over to you...