

The Secret Sauce of Employee Recruiting and Engagement: Part 3

By Guest Blogger, Denise Lee Yohn

Great brands know that their brand is the strongest employee recruitment and engagement tool it has because of its power to connect.

- Brands connect employees to customers – A brand helps potential and existing employees understand what the company does at its core to serve customers. The brand embodies the unique value the company delivers to customers and explains why that value is so important. When employees understand how what they do ultimately impacts the customer, they have a clearer understanding of what is expected of them and how they can be most effective. And satisfied customers are an immediate, obvious, and tangible motivator for most employees.
- Brands connect employees to each other – A brand also defines the unique way a company interacts with all of its stakeholders – from front-line employees to the executive team, from vendors to buyers, and between business partners. It unites all people who work on the brand with a common objective, it drives the values and culture, which determine how people treat each other, and it sets a high standard of work for everyone.
- Brands connect employees to a higher purpose – A brand gives more meaning and importance to a person's work by speaking to the broader mission of the organization. Just as consumers' expectations of companies are rising, so are employees' – most want to know that a company is about more than making money. A great brand inspires great commitment.



To tap into these powerful opportunities, an organization must view its brand as more than merely a way to express what it does. Employee brand engagement requires that a company operationalize its brand—that is, to use its brand to drive its culture, its core operations, and its customer experiences. The brand can't just be a promise; it must be a promise delivered.

When a company makes its brand not only what it says, but also what it does, it unleashes the full potential of the brand to engage talent.

*Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands. Denise is the author of *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest*. Learn more at <http://deniseleeyohn.com>.*

