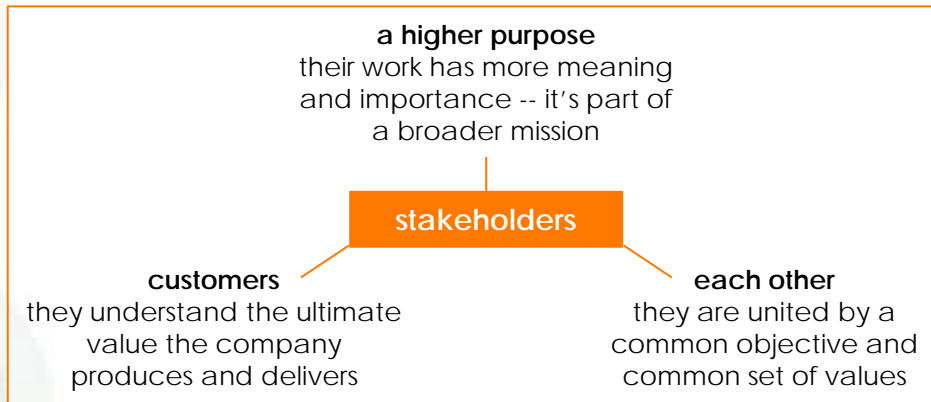


how to engage your stakeholders

Everyone who works for or with your company must work together to create customer experiences that build your brand image and equity. They must:

- ✓ share one clear, consistent, common understanding of your brand
- ✓ understand and embrace their roles in interpreting and reinforcing it
- ✓ be committed to delivering it throughout everything they do

When stakeholders are engaged with the brand they're connected to:



stakeholders include:

- executive leadership
- managers
- frontline employees
- agencies
- channel partners
- vendors
- investors
- board of directors

Develop **brand engagement programs** that are fun, inspiring, and interactive. Here are a few examples:

conduct a series of workshops in which cross-functional teams design a new organizational structure, new operating processes, and new strategies to bring the brand to life. Make it a competition in which a panel of stakeholder judges award prizes.

construct a photo scavenger hunt in which groups must photograph examples of brand touchpoints and take pictures of themselves and their colleagues demonstrating the brand attributes and values. Assemble collages of the photos with captions and headlines to explain the brand principles and put them on display.

create an online forum in which stakeholders submit ideas for new ways to bring the brand to life; post all the ideas and invite people to rate, comment, and build upon them; then ask everyone to vote for their favorites.

engage people with their:

- **heads** – so they know *what* to do
- **hearts** – so they're *inspired* to do it
- **hands** – so they know *how* to do it

set up listening stations throughout your office. Interview customers about their brand experiences and then make those recordings available at phone-booth like stations where people can plug headphones into a computer or tablet, hear a customer's perspective, and then post notes capturing their reactions and the brand-building thoughts and ideas they have based on what they heard.

run a game show – live or virtual -- in which teams compete to answer questions about the brand platform, your target customers, the brand toolbox, company milestones, etc.

create an app that people can download onto their mobile phones or tablets. The app can include a quiz about the role and value of the brand, a dictionary of key brand-related terms, a real-time dashboard of scores from brand tracking studies and social media monitoring, a daily brand bit sent every morning to provide regular inspiration and information about the brand, etc.

bring people together to work on a community service project or to experience a new activity -- pick something that exemplifies an attribute or value of your brand. Give people a journal in which to jot their insights during their time together and then facilitate a discussion about what they learned and how it relates to your brand and how it should be experienced.

visit <http://deniseleeyohn.com/bbb> to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets

