

# **Harnessing the Passion of Employees**



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# **What we'll be covering**

- What creates favourability towards organisations
- A time of transition
- Links with business performance
- Developing brand ambassadors
- Building trust
- Conclusions

# What creates favourability?

Average of 40 major UK companies

Favourable

**TOTAL**



100

**Seen their ads**



100

**Heard or read about them in the news**



104

**Seen name on buildings, vehicles**



105

**Used products/ services**



120

**Know someone who works there**



125

Source: MORI

# What makes a good impression?

Organisational image created by:

	%
<b>Responsibility</b> (employee treatment, community commitment, ethics, environment)	<b>56</b>
<b>Product/brand quality/value</b>	<b>40</b>
<b>Business/financial performance</b>	<b>34</b>

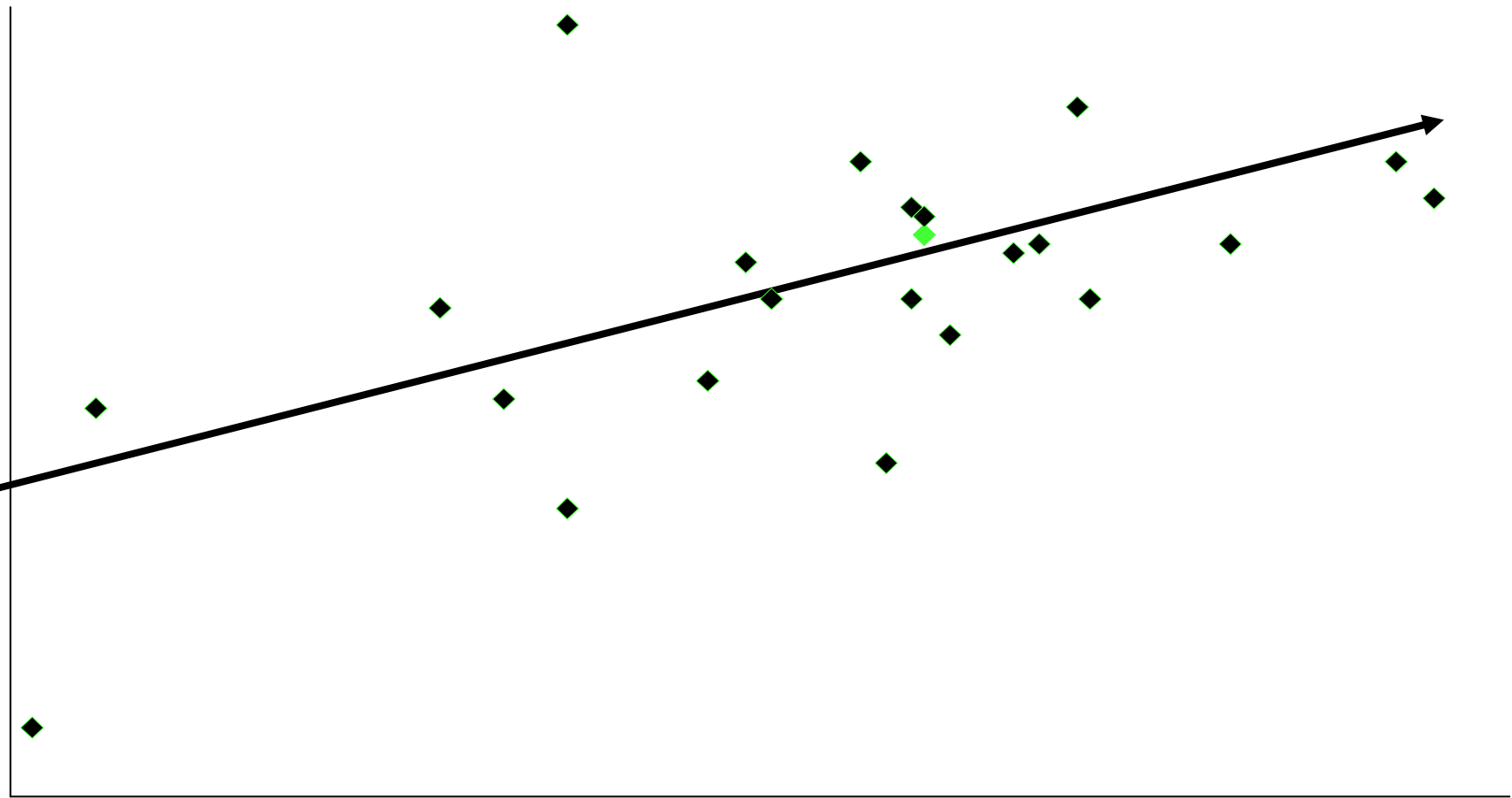
Source: MORI

# People links with business performance

- Companies voted as “best to work for” yield higher returns to shareholder (Source: Fortune)
- Companies where staff understand organisational goals have a 24% greater shareholder return (Source: Watson Wyatt)
- 1% of additional employee commitment is worth £200.000 in sales (Source: IES)
- The main reason customers do not return is poor service from a staff member (Source: MORI/MCA)
- For the past three years the best 50 have returned 3.6% compared with 15% decline in the FTSE. Investors earned 12.1% (compounded annual return) vs. 5.8% decline overall (Source: Sunday Times Best Companies to Work For)

# Brand advocacy: the customer link

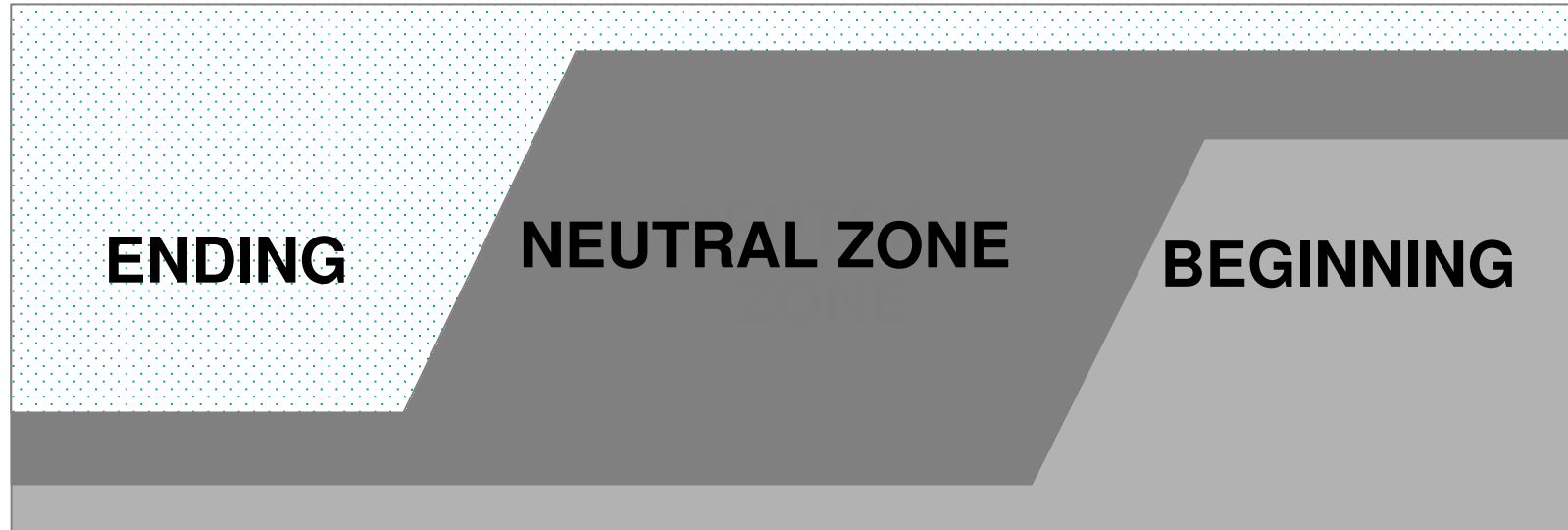
Customer Advocacy



Source: Case Study

Employee Advocacy of Services

# Transition: where are employees?



—————→ Brand

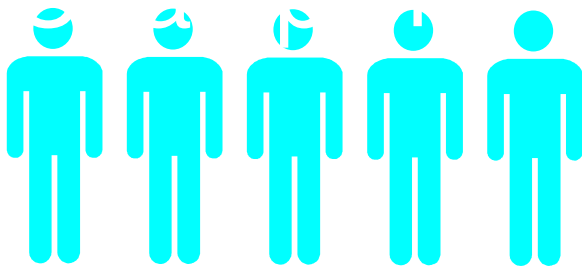
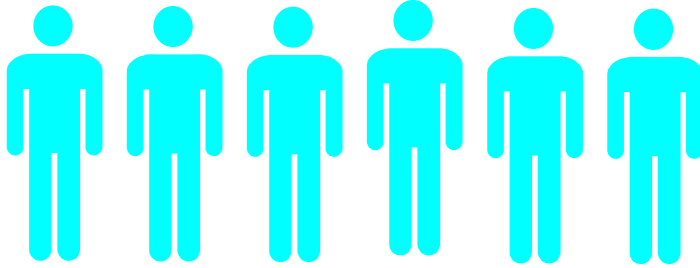
—————→ Culture

—————→ **Communication**

# How many in your business?

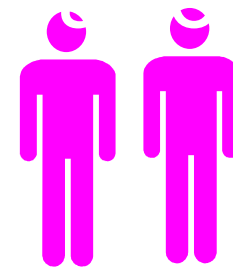
Brand Champions

*"IT'S GREAT!"*



Brand Destroyers

*"IT'S TERRIBLE"*

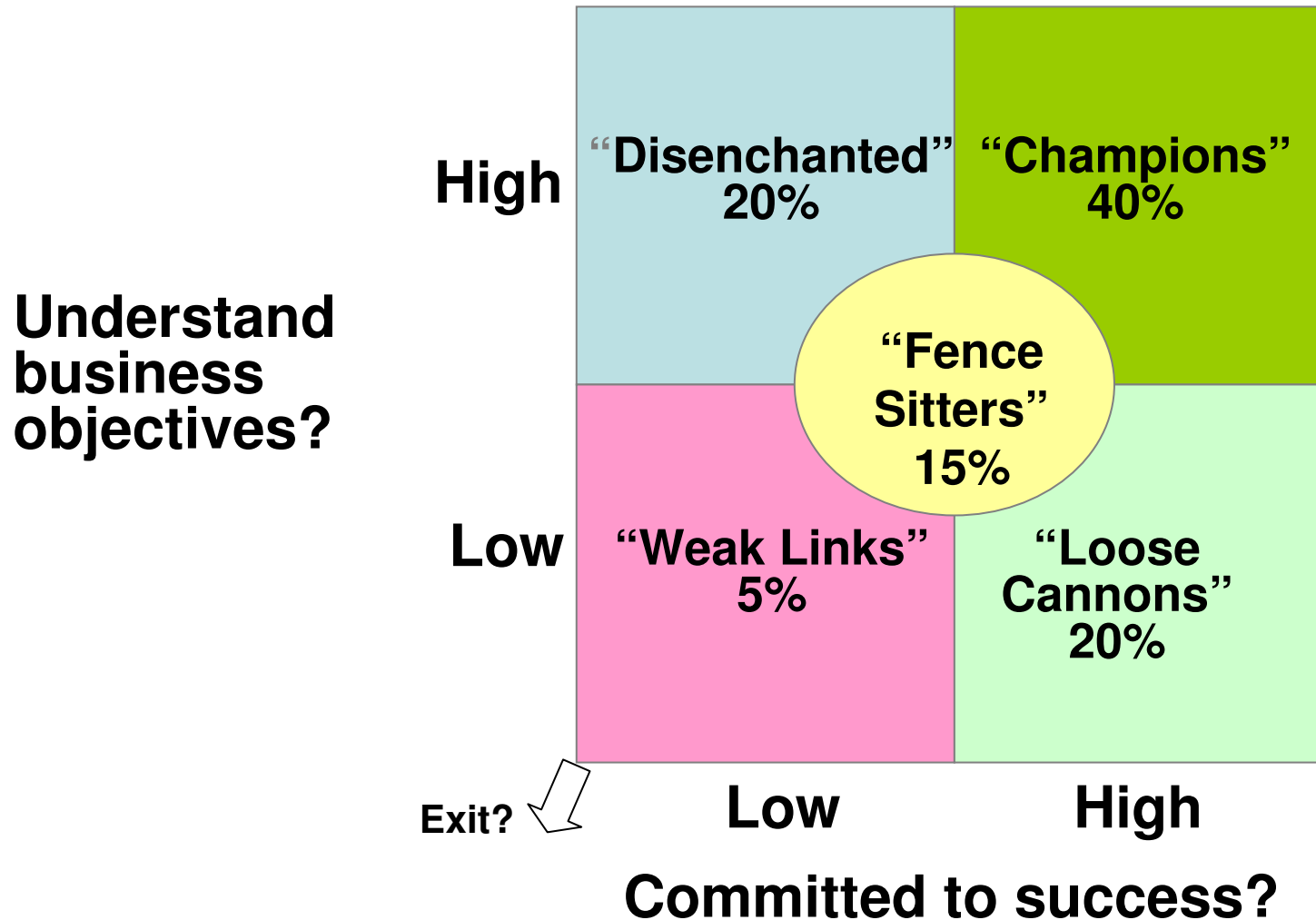


Source: normative database

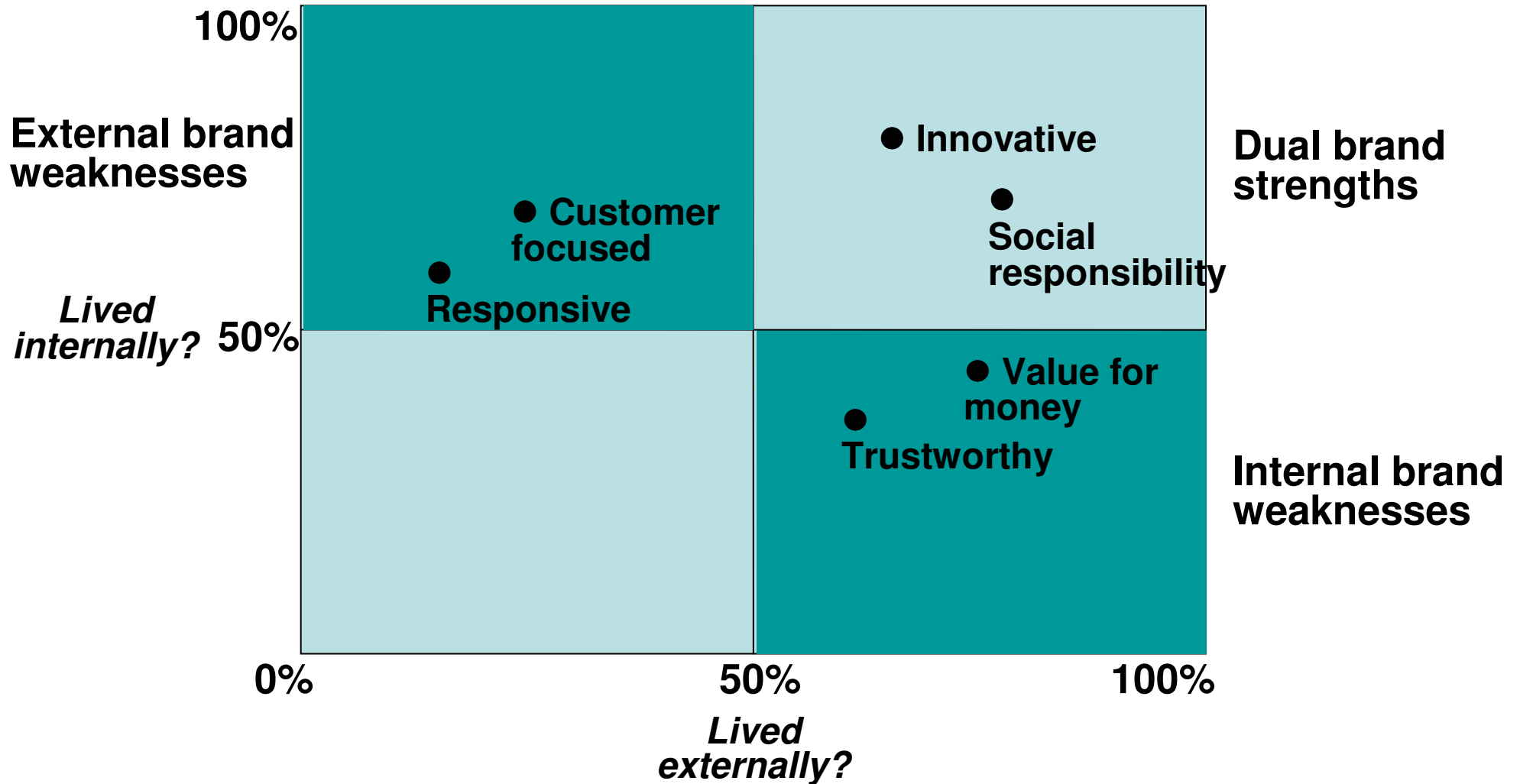


How to create  
brand champions?

# Analysis reveals the answer...

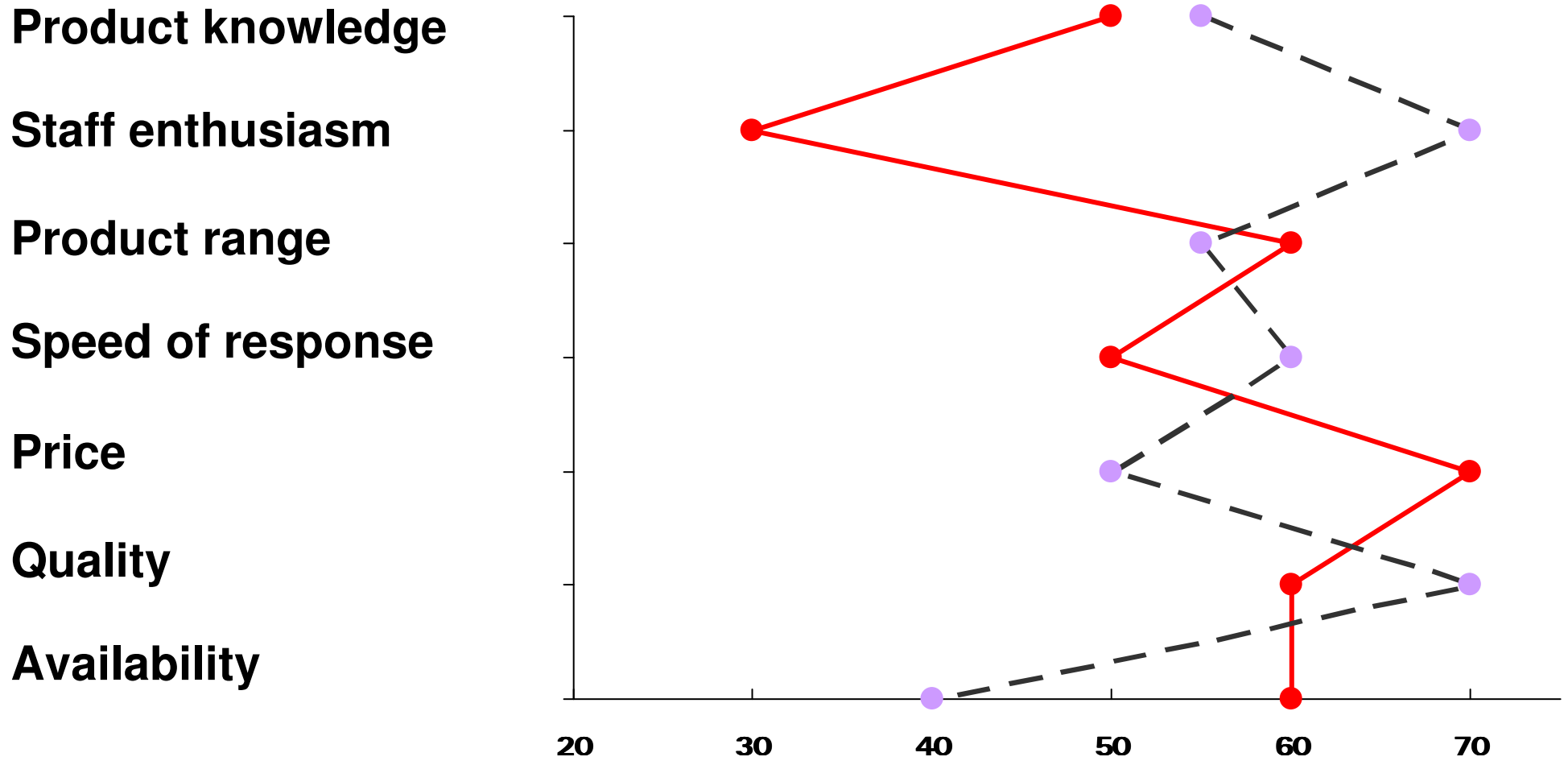


# Alignment analysis

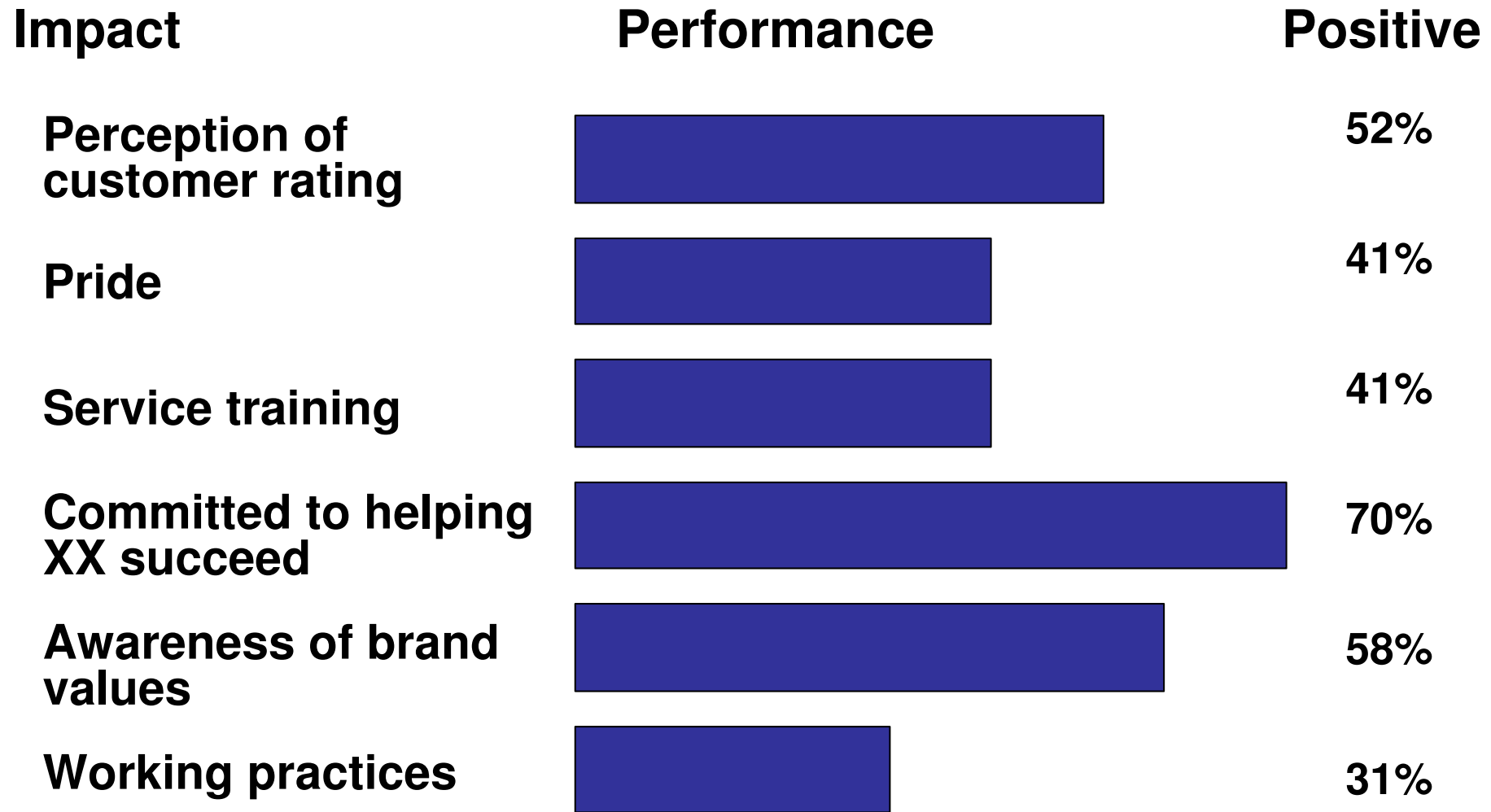


# Perceptions of Service Priorities = Action

—●— Staff      -●- Customers



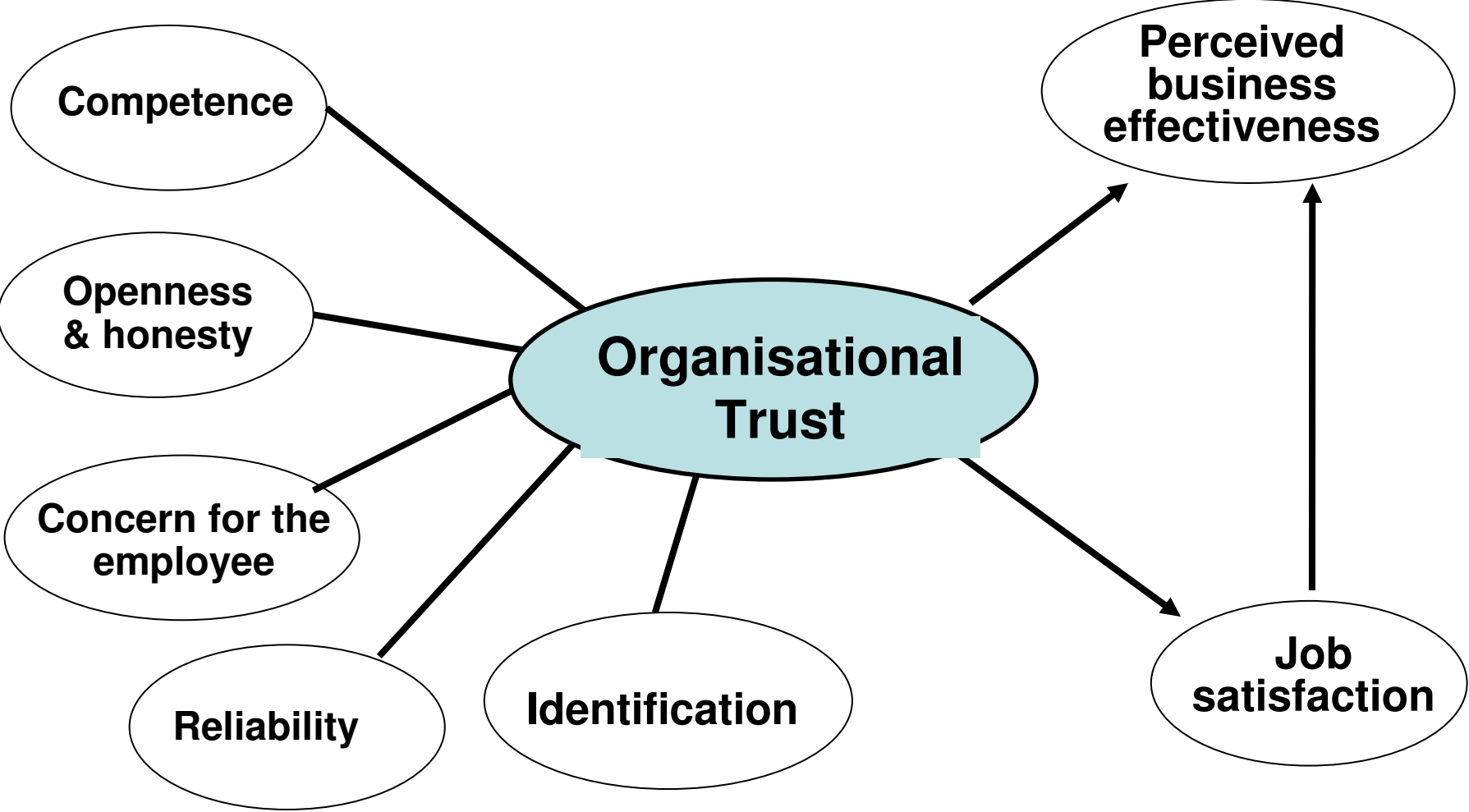
# What Drives Brand Advocacy?



But how to manage  
those undermining your  
business?

# Building Trust

## Drivers



# Conclusions

- Brand champions can make or break your business
- Play to their strengths
- Align your people with your brand