



Peggy Noe Stevens
& Associates

Building the Architecture of Image



2008 ISPA Conference & Expo

Personifying Your Brand Image
Through Your People



What Do You Stand For?

- ② Raison d'être
- ② Have you done your homework?
- ② Are you a brand lover?
- ② Is there a learning environment?
- ② What is "Woo"?



Do You Abhor Being Ordinary?

- ② Create a calendar of detail
- ② Ferocious appetite for knowledge
- ② Get off the island



Do Your Employees Own The Brand And It's Culture?

- ② **Story "selling"**
- ② **Resident historians**
- ② **Environment**



What's In It For Them?

- ② The importance of ownership
- ② Allow insight into incentives
- ② Career roadmaps of support



Do They Understand Non-verbal Messages?

- ② Image training
- ② Peripheral vision and bionic ears
- ② Connecting to consumers



Do You Care Deeply About Them?

- ② **One-on-one relationships**
- ② **Gaining trust**



Are There Role Models To Learn From?

- ② Succession planning and talent reviews
- ② Identifying influencers vs. leaders



Do You Celebrate And Share?

- ② PR channels
- ② Face to face contact
- ② Time and place



Have You Strategically Mapped The Environment?

- ② Chart the consumer touch points
- ② Anticipating needs – “human read”



How Do You Communicate To Employees?

- ② What's happening in the "locker room"
- ② Flyers vs. buyers
- ② Wall Street words



What Is Experiential Humanism?

- ② **Basic human needs**
- ② **Energy**



Can You Create Ambassadors?

- ② **Loyalty**
- ② **Sales initiative**



Personifying Your Brand Image Through Your People

Desire

- Raison d'être
- Homework
- Brand Lover
- Learning Environment
- Woo
- Calendar of Detail
- Knowledge
- Get Off The Island
- Story "Selling"
- Resident Historians
- Ownership
- Incentives
- Support
- Image
- Vision
- Connecting
- One-On-One
- Trust
- Planning And Reviews
- Leaders
- Channels
- Face To Face
- Time And Place
- Touch Points
- Human Read
- Locker Room
- Flyers vs. Buyers
- Wall Street
- Human Needs
- Energy
- Loyalty
- Sales Initiative



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