

*Webinar on*

# **Creating an Internal Brand that Wins Customers**

# Learning Objectives

- *How to tap into your most important asset: EMPLOYEES*
- *Why engagement is a result of the employee experience*
- *Why your internal brand drives your external brand*
- *Why the Alchemy 4-Value Model™ is the only survey model you will ever want to use to measure engagement result*
- *The employee experience creates better business performance*
- *C(2) Time Model™ of creating internal brand success*
- *Common pitfalls companies encounter and how to avoid them*



This program is about going beyond the idea of employee engagement and creating a value-based employee experience that results in engagement.

**PRESENTED BY:**

*Chris DeVany is the founder and president of Pinnacle Performance Improvement Worldwide, a firm that focuses on management and organization development. Pinnacle's clients include global organizations such as Visa International, Cadence Design Systems, Coca Cola, Sprint, Microsoft, Aviva Insurance, Schlumberger and over 500 other organizations in 22 countries.*

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

# Webinar Description

Many businesses struggle with the idea that employee engagement is tied to the customers' experience and profits. They question if engagement really affects their revenue. The C② TIME Model™ program gives Leaders a framework and tools to create an employee experience program to win the battle for customers; firms need to treat employees as valuable assets, engage them in a higher purpose, optimize their experience as employees.

**Commitment – Involvement from Leadership:** Leadership must incorporate internal branding into their vernacular and teams. **Communication Plan –** The common thread is consistency and honesty. Communication is key to making sure all employees are on the same page and stay in the loop. Your plan must be connected to everyone in order to result in engagement. **Trust-** This is the foundation of any team or company. People need to feel and know that they can trust the company and leadership. **Integration –** Integrate engagement in the corporate strategy: Employee engagement should be intertwined in every business aspect and program. It starts with executives and corporate strategy. **Metrics-** you need to be able to measure your progress and the results. Without metrics, you will never know if your program is effective. **End Goal-** you need to know “Why” and what outcomes you want to have. Employees thrive when they understand how their contribution has an impact on the company’s revenue. Designing organizations to serve people – employees and customers – creates a brand cycle that’s great for both. For any company that wonders, we will explore how employee engagement impacts your customer service, and in turn, your bottom line.



Guaranteed, you will walk out with the first steps of your employee experience strategy.

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# Who Should Attend ?

*Directors*

*VPs*

*Team Leaders*

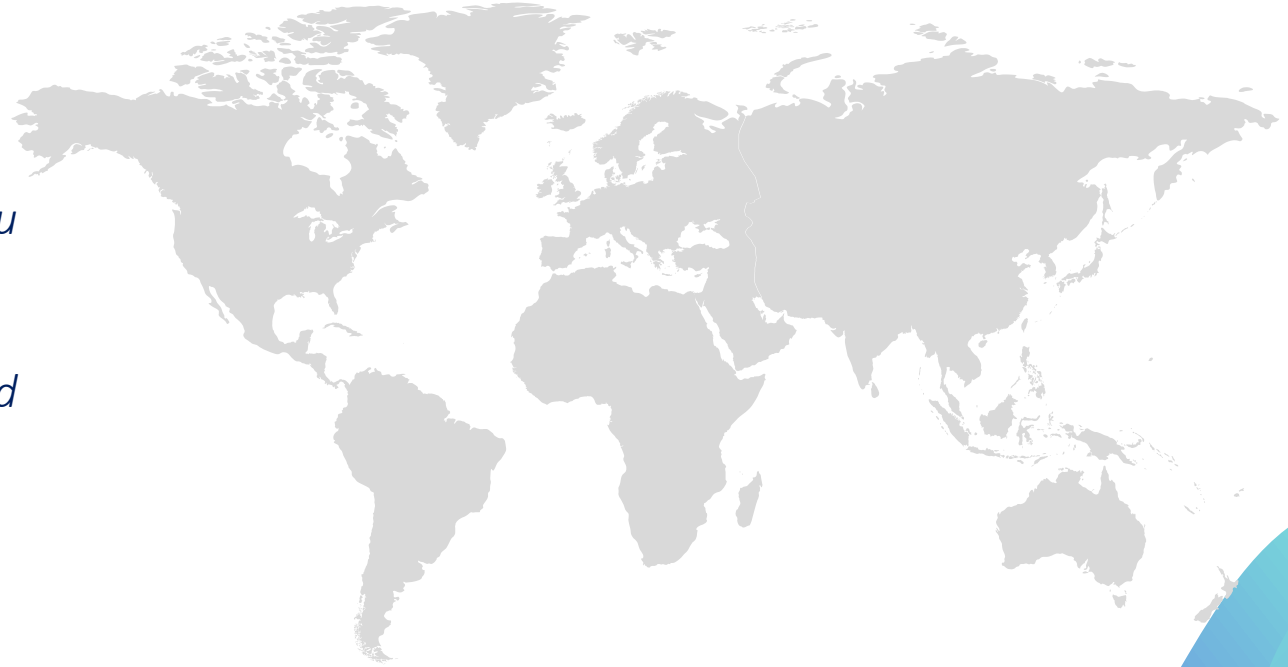
*SrVPs*



# Why Should Attend ?

*Many businesses struggle with the idea that employee engagement is tied to the customers' experience and profits. They question if engagement really affects their revenue. Are you tired of wasting time, energy, and money on an employee engagement program that fails? Are you facing some of these pitfalls?*

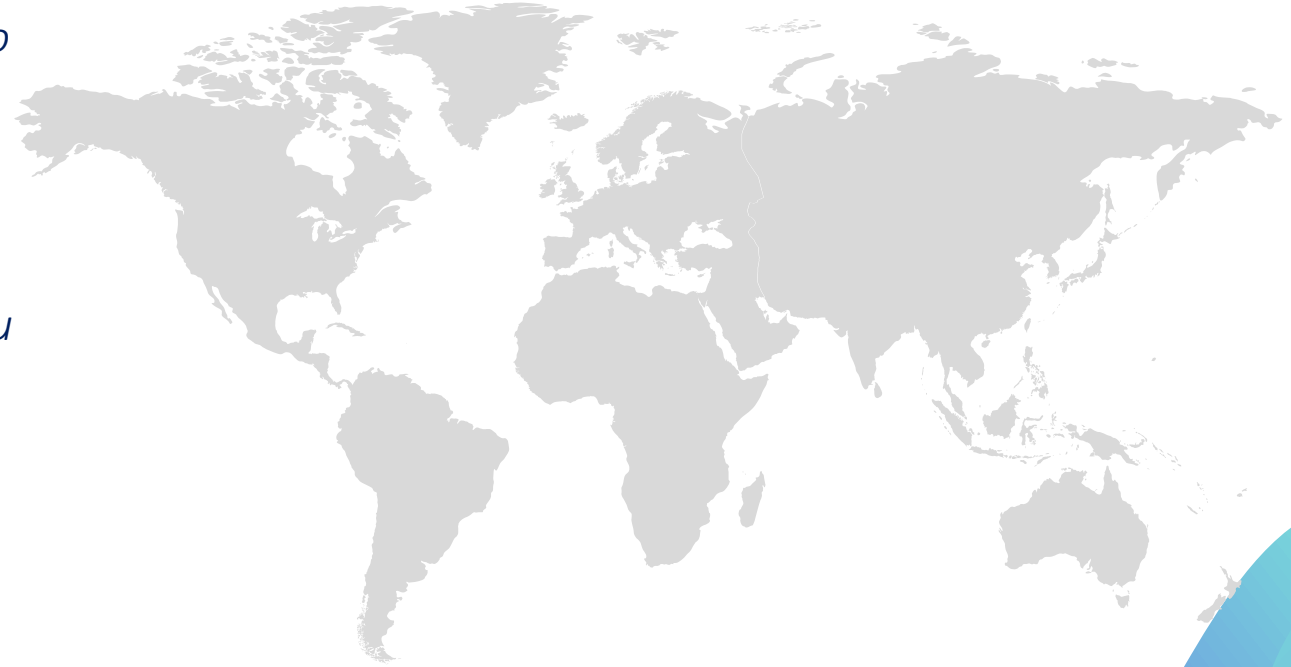
- No one understands the purpose and strategy and it's positioned as an HR initiative*
- Accountability isn't clear, and leadership doesn't have a clear vision*
- Too much emphasis is put on customers and employees engagement surveys*
- You don't know how to create an employee experience program that results in engagement*



# Why Should Attend ?

•Do you have employees that don't seem to want to be empowered at work?

Have you fallen victim to one or more of these common reasons why an employee engagement program fails? Join us for a course that will help you create an action plan.





To register please visit:

**[www.grceducators.com](http://www.grceducators.com)**  
**[support@grceducators.com](mailto:support@grceducators.com)**  
**740 870 0321**