



Your people hold the power of your brand in their hands. Are they true ambassadors of what your brand represent?

As competition in UAE MICE industry heats up, the need for quality staff retention and customer satisfaction is of utmost importance. We have learned from other global boom markets that the development of people and their delivery of core brand values are at the heart of sustained prosperity. To ensure continued success in a competitive MICE market, organisations must engage in team training that connects and encourages individuals to become the 'living brand' for their customers.

In today's busy brand environment what separates the winners from the mediocre is a question that needs addressing if we are going to assist organisations build excellent training initiatives. It is what brands do for people that matters, how they reflect and engage them, how they define their aspiration and enable them to do more. Powerful brands can drive success in competitive markets and when delivered through an ignited team means that the brand is

not just marketing concept - it is alive.

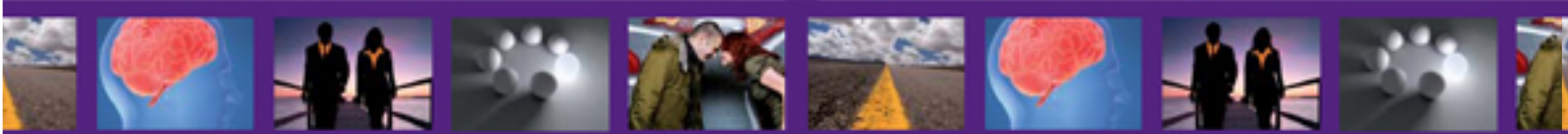
Developing a living brand culture starts with stage one: the preparation of the 'key defining words' that you want to have attributed to your organisation and the message you want to represent. Many

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organisations will start with professional, intelligent, talented, humorous, unique, and motivated etc. This list will be the foundation for your living brand – however, remember it is just a list.

As your people development progresses, you now move ahead to stage two: becoming the brand. It is in this area of training that an organisation's team learns how to make

words into actions. We are an action-based species and if you want something you must do something. More importantly, if you want something different, then you will need to do something differently. It is important at this stage of your living brand culture that you put manageable and achievable actions against the words that you have established as your living brand guidelines.



At Bridge, we aim to make the training experience on that will last far beyond the time spent in the training room. We have great energy, love what we do and have a common desire to leave clear footprints of a great training and development experience.

To always allow you to reach your objectives we clearly match your specific needs with a bridge to our core skill-sets of sales, marketing, customer service, and leadership development.



Stage three: 'own it' ensures true commitment from your team whilst cementing the learning and creating a unified people culture. All customers come to an organisation with an expectation of service and by giving your team the living brand skills and autonomy to deliver them, will guarantee your brand promise is met. Your living brand training does not need to be complex, however, it must be able to give your team the motivation and satisfaction required to continue to the final stage.

Once you have your clear living brand values, your achievable plan of how those words will

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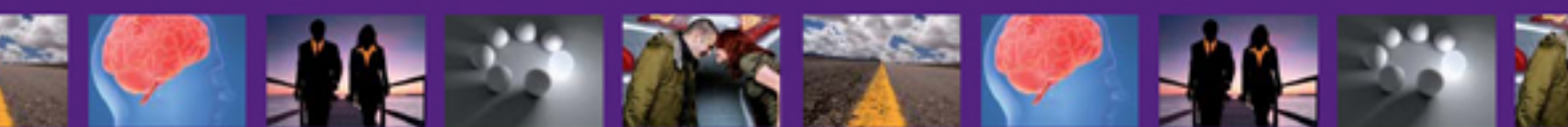
be manifested through your team's actions and more importantly their commitment to deliver the living brand, you must ensure that it is defined over all tiers of the organisation. This people development process must be tailored to match the learning styles and particular action outcomes.

One final question and the thread that will hold your living brand culture together in a

This people development process must be tailored to match the learning styles and particular action outcomes at each of the following levels:

- Induction training
- Key customer contact touch point staff
- Middle managers and brand coaches
- Leadership team and brand ambassadors

competitive business: 'What makes our organisation different and how do we want to be remembered by our customers?' Once this final question answered, you will be ready to launch your living brand into the market. As with all brands, never lose sight of your core values and the actions that your people must manifest in order to show your living brand. Just saying the words without deliverable actions is the main difference separating the winners from the mediocre. Saying it and living it are two very important parts of your living brand.



Dale Smith formed Bridge Training Events in 2005 after an extensive career in working with many organisations in both the UK and abroad. He wants to make a positive difference in business. His keen interest lies in behavioural science, branding and ensuring that customer service is met from all tiers within an organisation. He is passionate about enriching the lives of delegates and improving the customer service excellence with each organisation he works with.