



Presentation Abstract

PEOPLE ARE THE BRAND. YOU ARE THE BRAND.

Master the Fundamentals of Branding in whatever you do.

So many people judge a brand solely by the amount of recognition it gets or how well it's known by name. Those characteristics are merely the icing on the cake, the chocolate over the nougat. Strong brands start and end with the people inside an organization. That's why all companies need people on the inside to master and champion the fundamentals of brand.

From faster sales cycles and higher customer retention rates to constant innovation and a happier, more productive workforce, your brand strategy should contribute to any metric worth measuring. The only way that happens is when people throughout the organization understand, embrace, and champion the brand.

In a fresh, fun, and, of course, informative session, attendees will learn the fundamentals of branding and why it's essential for them and their careers no matter what they do. More specifically, they will leave with:

- A complete understanding of the core principles of any brand strategy and why it's important
- Actions they can take, specific to their jobs, to make their company's brand strategy work harder, and
- Ways to elevate themselves as brand champions within their organizations.

Interested? Contact [Douglas Spencer](#) or visit [DouglasSpencerSpeaks.com](#).

EXCERPT

There are so many reasons why everyone at an organization needs to understand the brand, not just salespeople. For one, people have lives outside of work. Let's say I'm a staff accountant at a firm that develops supply-chain management software. I'm at my nephew's soccer game—bored out of my mind because soccer wasn't a thing when I was young—and I'm talking to this nice young mom who, although she is into soccer more than I am, is distracted by the work texts she keeps getting. She tells me that her team is struggling with two of their major suppliers, and it's *killing* her.

If I worked at an organization that thinks branding is just for sales and marketing, I'd probably say something like, "Yo. Work sucks."

"Language is contagious. You can not speak one way internally, and another way externally."

But, on the other hand, if I worked at an organization that wants everyone to embrace who they are as a brand, I might say something like, "Interesting. Now, I'm an accountant and can't go into any real detail, but my company—Acme Supply

Software—helps businesses in dozens of verticals with their supply chain challenges, and we're the only platform built by both Ph.D.'s and career supply chain managers."

Another reason that everyone needs to understand the brand is that language is contagious. Think of all the things you say every single day that you picked up from your spouse, a coworker, pop culture. Come on. No one in this room invented the phrase "think outside the box," but everyone has said it! You can not speak one way internally, and another way externally.

Finally, how many of us have interacted with a large service provider, say a cable company, who sounds one way in their ads and completely different when you're on the phone with them? Those poor people on the phones. My heart goes out to them. They're tied to these scripts written by people who don't realize that everyone impacts the brand. (Them, and, of course, lawyers. Lawyers have their fingers in everything, but that's a different topic.)

SAMPLE SLIDES

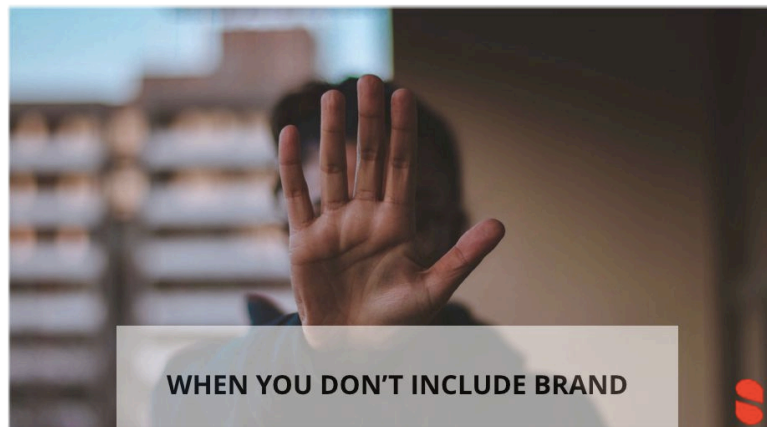


A BRAND IS...

**The emotional,
subjective
connection you
have with your
employees and
customers.**



**WHY EMOTION IS IMPORTANT:
TWO SIDES TO EVERY DECISION**



WHEN YOU DON'T INCLUDE BRAND

