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### Framework For An Effective Brand Ambassador Program

To build your organization's brand ambassador program ground-up you need to craft suitable objectives and outline a concrete plan. Your employees are the voices of the unified approach which articulates your brand story and why others must care.

**Identify your core goal:** Your organization is seeking to break into a new market, advancing the frontiers of a specific product category, merging with another entity, expanding presence of the offices, anticipating increased competition. Whatever be the reason, you need to define what your brand stands for and what the ambassador program will achieve.



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Ask what can the group do to enable the organization, how can they add value, what will it take to amplify the brand's impact and what will the outcome look like. Overall, most programs will have at least a common goal of active advocacy and engagement for all those who join the initiative.

**Recruit your team:** Why must you enlist rather than make it a 'catch-all'? Most organizations have a mix of employees – those fully engaged, some partially connected, a few disengaged and another group who can do more damage than good. With such a mixed group the chances of you achieving success is highly unlikely.

**Define your advocacy strategy:** How do you want your brand ambassadors to behave and feel about the brand? Do you need them to promote, position and prime certain events and activities? Do you plan to brief them ahead of any large company announcements? Your strategy needs to be aligned with your business goals. Your strategy can include employees who blog, tweet, market or speak at public forums on behalf of the company.

**Articulate the opportunity:** How is the brand currently positioned? What does it stand for and how can the brand ambassadors support the opportunity? Remember that your ambassadors are your brand's storytellers and to make an emotive connect they need to be educated and empowered to take the messages forward.

**Make it aspirational:** The brand ambassador program needs to be open and transparent and by having a clear approach to shortlist and select the group you can make it aspirational. Making it aspirational helps since it will inspire others to join the community.

**Report and measure success:** Define your measures of success and advocacy. Employees who promote the brand need to be recognized and highlighted in your report. You can devise a reporting mechanism that helps keep leaders informed on the progress and impact. Share success stories of employees who have gone over and beyond to pitch the brand positively.

“How is the brand currently positioned? What does it stand for and how can the brand ambassadors support the opportunity? Remember that your ambassadors are your brand's storytellers and to make an emotive connect they need to be educated and empowered to take the messages forward.”



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# HEADER

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## Feedback From Participants

“Hi Aniiisu Firstly, I would like to congratulate you on the success of your second workshop! It was a great experience overall. As I am a fresher in this domain, I learnt a lot about IC from the case studies and the practical experiences of other participants. The session answered many of my questions. I look forward to more of these sessions In future. Thank you for the opportunity.”

- Anindita Bagchi, HCL

“Congratulations on putting together a commendable demonstration of a lesser weighed subject – Internal communications and the grit to pull it off emphasizing that IC need be under the CEO’s umbrella. More commendable was your conviction that an IC professional, should get into consulting mode...way to go. Your practical insights and case studies were helpful. Getting further into discussions on the IC measurement strategy, will be very welcome.”

- Renuka, independent consultant

“Aniiisu, thank you for providing internal communication (IC) practitioners in India a platform to come together debate and discuss. It was a fantastic workshop where we got to hear perspectives from divergent industries on IC. What I particularly appreciate is the thoroughly researched data that you presented to us and your viewpoints about the same. I look forward to your next workshop and I hope that as IC practitioners we can all collaborate to provide more value to the function and elevate it’s presence within our organizations.”

- Lisa Thomas, independent internal communications practitioner

## 401 Workshop Objectives:

- **Evaluate recent trends** shaping the business landscape and function
- **Understand** how branding and communication theories can be adapted to practice
- **Engage** with best practices and ideas to make employees the center of your communication
- **Improve** your communication agility

## Feedback From Participants

“For a moment, your workshop seemed like the center of the Internal Communication world, with professionals converging from every corner of India to have conversations around Internal Communication and to discover for themselves—a rich lode of industry insight! The value, for me, in Internal Communication 101 workshop lay in its ability to meld research, insight and theory into one vibrant learning experience. The practical exercises simulated real-life work environments. And for every participant, there were valuable communication takeaways. I highly recommend your workshops to any seeker of knowledge in Internal Communication. And, I personally look ahead to the new learning spaces you will create for communicators worldwide.

- Joseph Fernandez, UST Global

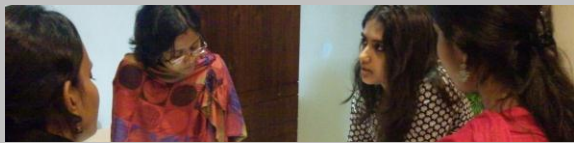
“What I liked most about this workshop is that it spelt loud and clear that Internal Communications has arrived. Now young communicators can look up to a very happening career with internal communications. It was the convergence of very talented people from the industry and I came away with a lot of value – an action packed day focused on communications. I look forward to more of these from Aniiisu.”

-Anney Unnikrishnan, Allianz Cornhill Information Services (Trivandrum, Kerala)

“The workshop was an amazing experience and an eye-opener in terms of the diversity in internal communication practices across industries and organizations. I have learned as much from my peers at the workshop as from Aniiisu’s insights

## Top Reasons To Attend

- There is an urgent need to build your internal brand quotient
- You are expected to be driving the ‘internal’ agenda
- You are keen to be seen as an internal brand expert



## ABOUT THE FACILITATOR

Aniisu K. Verghese is an internal communication expert, author and consultant and has over fifteen years of experience in the evolving internal communications and social media domains with leading retail, IT, financial services and consulting organizations. Aniisu is the author of – [Internal Communications – Insights, Practices and Models \(Sage Publications, 2012\)](#).

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Contact - e-mail: [intraskope@yahoo.com](mailto:intraskope@yahoo.com); +91-9886623421