

# Money Matters

A series of weekly articles by Quintas Experts

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## PROTECT YOUR BRAND INVESTMENT

Many organisations invest significant resources in their corporate brand. Even in a recession it's important to continue this investment to maintain the corporate message and awareness. However it never ceases to amaze me how little consideration is given to the extent to which this investment is weakened and diluted by the way in which the individuals within the organisation behave and conduct themselves.

At the end of the day people do business with people and it's those people within your organisation that provide the glue to hold your brand together. Negative behaviour can be very damaging for your corporate brand regardless of the amount of your investment in that brand, conversely those same people can also reinforce and strengthen your brand so that it truly stands out through their actions and behaviour. To put it another way the Personal Brand must be aligned and on par with the Corporate Brand.

Consider the impression created for a client or potential client who on arrival in your office is ignored for 30 seconds while a tired apathetic member of your staff finishes a chat about their weekend with a colleague! Apart from getting irate their subconscious takes over - Is this person a reflection of the organisations standards? Does the company pay any attention and care for it's staff behavior? Does this lack of care and attention extend to my business affairs with the company? Negative messaging does untold damage to your corporate brand and reputation rendering the significant investment of resources in that brand wasteful. .

### **Research in this area makes fascinating reading:**

- \* It takes 7 seconds to create a first impression.
- \* It can take as much as 21 further experiences to alter that first impression.
- \* First impressions are strongly influenced by factors such as dress, handshake, body language, eye contact, your voice message on your voicemail.
- \* The best assessment of your personal brand is to find out what people say about you behind your back!

You cannot afford to ignore the impact that staff including those at the highest level in your organisation have on your brand. Yet how often do you measure the impact your staff have on your corporate brand investment? Businesses need to create a synergy between corporate and personal brands. They need to clarify what the corporate brand values are and equally as important how an individual can personally interpret and reinforce them.

Take on board the need to address the personal brand of staff in your organisation and encourage them to reinforce your organisations corporate messages and be proud to work for your company. This process will significantly increase the value of your investment in the corporate brand.

*Quintas publish an ezine which features topical articles like this. If you would like to sign up to receive free subscription to it, please email "subscribe" to [sarah.oneill@quintas.ie](mailto:sarah.oneill@quintas.ie)*

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