**Assessing Your Own Organization’s Success**

As a guide for our attendees, we’ve presented some questions for you to consider the strength or success of your own organization’s employees as ambassadors for your brand.

**Brand**

* What is your brand? How do you communicate it to the public?
* Is your company brand conveyed through all company communications?
* How do you cascade it throughout your organization? (note: this is not a golf shirt with a logo at an outing)
* Is the spirit of entrepreneurialism encouraged within the corporate environment? Why? How?

**Trust**

* Employees must be able to trust that their interests and welfare are top of mind for management.
* How do you maintain balance between camaraderie and structured discipline?
* How do you maintain culture balance?
* How do you foster pride through recognition?
* Employees need to understand that they are trusted to carry the brand with every action.

**Respect is a two-way street**

* Management must trust employees with information about their future and the company.
* Management must foster mutual respect by listening to employees (town halls/forums).
* Management must work hard to develop a relationship with its employees.
* To change the culture of an institution, all constituents must be on board.
* Shared beliefs and responsibility.

**Top-down philosophy**

* Management must espouse the brand with every one of their actions.
* HR and PR must work together to provide employees with ways to express their pride.
* Changes in employee attitude must be carefully monitored and understood in order to respond properly and maintain a healthy atmosphere.
* This is a business imperative, especially in times of low employee loyalty.
* Opportunities for betterment and advancement must be part of the company philosophy.
* New certifications (for example) need to be recognized from the C-suite.
* How do you manage employee engagement in a large company?
* How do you obtain buy-in from director-level management? How do you convey what’s in it for them?

**Listening to your constituents**

* Liaison from each department to represent issues to management.
* “Suggestion-box” techniques that are truly valued, respected and implemented.
* Monitor social media to ensure brand safety and consistency.
* Address issues with respect and authenticity.
* Ensure employees that their opinions are valued.
* Show consideration for each employee’s distinct and unique contributions to the organization.
* How are accomplishments appreciated and shared?
* Are anonymous surveys used? How are the results implemented?
* How has social media changed the overall picture? Do you require employees to identify themselves as such before they post?
* How do you help your leaders to be better communicators?

**What about ex-employees?**

* Are they important to the brand?
* If so, how to keep the respect after an employee leaves the nest?
* Are ex-employees lauded and celebrated in their new endeavors?