

ONE EARTH

WHY THE HUMAN FACE OF THE ORGANISATION?



Pulls in more customers
REVENUE



Pulls in the best employees
RECRUITMENT

WHO WOULD IT BENEFIT?

All senior leaders, especially C-suite and those in customer facing roles.

WHAT WILL YOU GET OUT OF IT?

Discover your personal brand, unique voice and expand your channel and networks for engaging with your audience. It's not about self promotion, it's about authentically bringing what is exceptional to you and learning how to apply it, allowing you to bring value to both the business and yourself, as you live your personal brand every day.

ON THE DAY YOU WILL:

Create your PERSONAL BRAND to align with the macro voice THE CORPORATE BRAND

DISCOVER YOUR PERSONAL BRAND

- ✓ Get underneath the personal brand DESIGN your brand
- ✓ Form the personality of your personal brand
- ✓ Create your micro voice

CRAFT YOUR ONLINE VOICE

- ✓ Create your tone of voice how you will be heard
- ✓ Have clarity on who you are talking to / who could you be talking to
- ✓ Discover what topics you can talk about
- ✓ Define how you are showing up on line your 'Google Fame'

By the end of the day you will have created a BLUE PRINT of your personal brand that will create your profile aligned with the business profile of the Organisation.

WHY SHOULD YOU ATTEND?

Personal Brands create the human face of an organisation. Personal branding is becoming increasingly important because the modern customer trusts people more than the corporate brand. Businesses need a way to compensate for this lack of trust by creating personal brands within the organisation, where customers can connect with the human face of the organisation.

the beauty of today's digital world is that by bringing the BRAND conversation internally into the business and taking the CULTURE conversation externally through networks and social channels, this creates what we describe as:

BRAND CULTURE: TO ENGAGE THE CUSTOMER JOURNEY AND PROVIDE REALNESS TO THE BRAND AND ITS PEOPLE.

WHAT ARE THE BENEFITS FOR THE ORGANISATION?



PULLS IN MORE CUSTOMERS –
REVENUE

- ✓ Aligning the people with the brand improves an organisation's brand realness and creates a 'joined up' unique voice in the market.
- ✓ Align the people in the organisation with the brand to drive sales through new channels and networks
- ✓ Attract more clients to drive more revenue growth for the business
- ✓ Influence the market by becoming an influencer in your industry. Increases customer engagement through leveraged target groups.



PULLS IN THE BEST EMPLOYEES
RECRUITMENT

- ✓ Enhance the brand in a cost effective way, improving reputation and credibility.
- ✓ Externally tells the story of the brands through people channels
- ✓ Build your employer brand, retaining top talent and attracting new capability at lower cost
- ✓ Delivers the business and people brand values to an already engaged client base that the organisation are talking to.

BRAND CULTURES ARE THE FUTURE OF CORPORATE ORGANISATIONS

BRANDING ALONE IS A FADING ART.

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ONE EARTH

To find out more email hello@one-earth.global

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