

PEOPLE

How do you express your brand?

CREATION OF INTERNAL BRAND AMBASSADORS,

*Strengthen your employees' role in
brand promotion and definition.*

An internal brand refers to a value proposition or an expression of your values lived throughout the organization and experienced by all stakeholders. The development of an internal brand requires traditional human resources knowledge and skills guided by talented marketing/public relations specialists who honor current environmental experiences and bring new thinking to the picture.

Your brand must be seen, felt, heard and understood by all internal participants so they can relay their sense of the brand from where they stand. Your internal brand is only as strong as internal environmental conditions and commitment from leadership; therefore, each stage of development in this process needs a very real commitment from the top. Changes in the environment must carry the leadership commitment throughout every fiber of the organization.

Internal branding is more than building a new campaign; for successful organizations, it is a way of life.

"No stream rises higher than its source."

- Frank Lloyd Wright, *architect*

Through the ImageArchitecture™ process, your organization will participate in the development of your own internal branding process. Once engaged, your organization will be able to:

- Understand Why Some Stay and Why Some Go
- Identify Your Organizational Core Values
- Participate in the Creation of Your Own Internal Brand Ambassadors
- Work Through the Five Critical Stages of Development
- Understand Ongoing Components of Keeping Your Brand Alive

ImagePartners represents 20 years of experience across the spectrum of public relations and human resources management. We provide expertise in the essentials of strategic branding and marketing for growth and development in small businesses and large multinational corporations.

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