



OUR PHILOSOPHY: THE BRAND AMBASSADOR

Our Purpose

Successful 21st century leaders build environments in which employees contribute more than just their job. These leaders shape and nurture Brand Ambassadors – inspired employees whose values are closely aligned with those of the organisation and who drive performance through personal accountability and commitment.

A philosophy and culture of Brand Ambassadorship empowers leaders to better engage their people and unlock their hidden potential. This in turn realises significant business benefits in terms of talent retention, exceptional business performance and a competitive edge.

TowerStone is an organisational and leadership development company driven by the philosophy of Brand Ambassadorship. We employ an integrated portfolio of services and products that empower leaders to build Brand Ambassadors. This integrated

approach allows consistency, transparency and a more powerful means of creating a shared culture geared toward organisational success.

The power of Brand Ambassadors

Our current socio-economic environment makes it a complex time for leaders. Factors such as (i) fluctuating economic growth (ii) limited resources and skills (iii) playing in a global talent market and (iv) changing societal values and ways of working; all contribute to huge challenges around talent retention, leadership development and organisational alignment. One of the tools leaders have at their disposal to address these challenges is to create an environment where all people in the organisation can - and want to - contribute over and above their primary responsibilities. We term this a culture of Brand Ambassadorship.

Brand Ambassadors

Brand Ambassadors are employees who have an intimate knowledge of their organisation's purpose, products and services and who fulfill their role in the organisation with passion and pride. Brand Ambassadors are active participants, smarter decision makers and live the behaviours organisations require for long term success.

A culture of Brand Ambassadorship elevates employee motivation, encourages individual responsibility for organisational goals and drives customer focus. This has a direct impact on business performance, competitiveness, market share and ultimately shareholder return.

Employees, however, will only internalise and live a culture of Brand Ambassadorship if they are party to how it is defined, communicated and lived. Inclusivity gives meaning and purpose to the culture and brand - and this is the key to unlocking individual, team and organisational potential.

Empowering the individual to the level of Brand Ambassador requires an investment in their development beyond the functional skills training required for 'the job'. Skills are required across all education levels and ranks to ensure that everyone in the value chain understands and takes accountability for their contribution to that organisation.

Leaders are required to apply the appropriate people skills, values and disciplines to empower their teams. It's about shifting accountability outward and downward through coaching, caring and growing i.e. participative leadership. Through co-creation, the employees now have a framework within which to unlock their hidden potential over and above their primary function.

Only then can leaders create a healthy, integrated culture where employees make values-based decisions and live the right behaviors to support Brand Ambassadorship. Accountability lies solely with leadership, whose responsibility is to ensure continuity, momentum and reducing the lag between initiation and effect.



HOW DO THE BRAND AMBASSADOR GROUPS INTERACT?

Executive Leaders

Strong leaders must ensure the business has the attention and resources it deserves to succeed. They also provide the high-level attitude of belief and commitment to success necessary to motivate their people to back the company's brand promise. Leaders live as role models with integrity and influence, setting the example for all to follow.

Mid Level Leaders

This group must continually teach, coach and engage their team members, encouraging them to believe in the company and take an active part in the process of building and marketing unique products and services. A brand promise Without the focus and commitment of senior management is doomed to failure.

Team Members (Employees)

Regardless of function or title, all team members are key ambassadors for the company's brand promise. Members of sales, marketing, engineering and product development are key representatives of the company - as are receptionists, administrative assistants and the maintenance staff. Team members can utilise their network of friends and colleagues to grow the company's circle of influence.