



TowerStone is an organisational and leadership development company driven by the philosophy of Brand Ambassadorship. We have 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 building a shared culture geared toward organisational success.

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 culture of Brand Ambassadorship elevates employee motivation, encourages individual ownership 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.

Brand Ambassadorship Framework

