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Corporate Brand Personality: Re-focus Your Organization's Culture to Build Trust, Respect and Authenticity

By Lesley Everett



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Corporate Brand Personality addresses the increasing need for organizations to refocus and realign their corporate culture in order to compete in a business world that demands trust, respect and strong values. Moving beyond simply how products are marketed and perceived, it shows the reader how to lead and engage people at every level within the organization to ensure consistent engagement with brand values.

Including practical models to show how corporate culture and values can be managed and improved, Corporate Brand Personality also provides real examples and case studies from the Marriott Hotel Group and Water Wellbeing Group among others that show how people's behaviours can deeply affect brand reputation through all areas of the business. Incorporating a complete strategy from start to finish, this book will help the reader build visible leadership, project an authentic brand image and reinforce their company's values.



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Editorial Review

Review

"I have been fortunate to have worked with Lesley for over 10 years across the Financial and Technology industries. As a true leader in her field, she is engaging, enigmatic and passionate in driving real change where it counts. Her ability to affect real cultural change in organisational brand perception and aligning this with individual's personal brand is key. In my view Lesley's success is driven by her ability to develop great personal relationships and her pragmatic approach to delivering the best results to achieve the desired outcomes. This book is a must for anyone who wants to drive fundamental change at an organisational level or individually and I am sure will become the "go to" guide for anyone wishing to achieve this."

(Sue Henley EMEA Head of Talent Development *Inclusion & Diversity CA Technologies*)

"A must read book for any Leaders wanting to ignite their social engine, light up their brand and fire up their people."

(Phil Jones Managing Director *Brother UK Ltd*)

"In our global business, the customer is our number one priority. If the sum of our personal brands does not equal our desired corporate brand, our customers will receive mixed messages. This book powerfully addresses how to avoid this mismatch and help both employees and employers ensure their personal and corporate brands deliver a positive customer experience."

(Meredith Rackoff, Head of People *National Australia Bank, New York*)

"Once again Leslie has identified a key issue for organizations. With her usual mix of research, insight and personal experience she has exposed the threats to corporate brands and their causes. More importantly, as ever, she presents practical and pragmatic responses to the challenge. To find ways to protect and build your brand and to develop your people, you should read this book."

(Sarah Sandbrook, HR Director *T-Systems*)

"At John Lewis we believe our success and reputation is based on the trust our customers have in us to do the right things and do things right. That sense of trust comes almost entirely from customers' positive experience of our staff - experiences we work very hard to optimize. Lesley's book explores and articulates the under-pinning philosophy and practice of this approach in a compelling way which will, I hope, enable other leaders to unleash the power of their people to the benefit of their brand."

(Andrew Murphy, Executive Director, Retail *John Lewis Department Stores*)

"Your corporate reputation is determined by what your customers experience when they engage with your brand. Your people are at the heart of your brand, so you need to ensure your culture is one where they believe in and represent what you want to be known for. Lesley's book will really open up your thinking to how you can achieve this in a practical and consistent way, and no longer leave your corporate brand wide open to interpretation."

(Gabiella Driver, Learning & Development Manager *Post Office Ltd*)

"[P]ractical steps that lead straight to the heart of brand authenticity."

(Jane McLeod Vice President, Communications *WABCO Vehicle Control Systems*)

"In a world of increasingly homogenous products & services the only key differentiator is the customer experience. The insights in this book make it a must read for those that want to understand how to achieve this."

(Lorraine Vaun-Davies - Associate Programme Director *London Business School*)

"I recommend this book to business leaders. At Asda our relationship with Lesley keeps us focused on the culture of our business, and that's what drives our bottom line."

(Andy Clarke, President and CEO *Asda Walmart*)

"What people say about you as a leader and your company when you're not there to defend, can significantly positively or negatively affect business growth. The impact of a polished brand of a person and their behaviours cannot be underestimated. This book addresses this very subject in a most effective way, hence every leader of an organisation should read it."

(Penny Philpot, Group Vice President *Oracle Corporation*)

"Invaluable. It's critical to be seen today as the culture setter, living the values, walking the talk. Your employees have to believe in you, your customers have to believe in you--you're the face and owner of the brand. Setting the culture is easy, living it day in, day out and getting others to follow is challenging. This book really defines the goals you have to set not just for your company but for yourself. This strategy of branding your business is crucial for your business to grow and remain relevant in the ever-changing market. Working with Lesley in my early senior career was inspirational."

(Tracy Gehlan, Group CEO *Jatomi Fitness*)

About the Author

Lesley Everett is a professional keynote speaker and the founder of Walking Tall International, a branding consulting company that has worked with Microsoft, Porsche, Hilton Hotels & Resorts, and T-Mobile. She is also the author of *Walking Tall* and *Drop Dead Brilliant* (McGraw-Hill).

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