

BEST Engagement

Imagine your key brand messages and values being personally owned by each employee and attracting happy customers...



Fast and efficient,
Half day communication
inter-active event,
Brand messages owned
by everyone!
Lively conversations!

Employees, who *don't know* what is going on, *don't trust* the management and *don't feel part* of the whole business, will *not* take the responsibility to deliver the brand promise to your customers.

Business succeeds by getting, keeping and growing customers; happy loyal customers come from personal service from everyone in your business, not just front line staff. Creating the BEST conversations is vital!



BEST Engagement:

- Provides fast, large scale, effective communication and involvement
- Invites the whole community to contribute in table conversations
- Uses a unique Journeyboard Map-it™ to create healthy awareness and action
- Creates a consistent communication and mutual dialogue, bottom-up top-down
- Captures and actions the thoughts, feelings and energy of your employees



THE JOURNEY BOARD

Example A3 journeyboard and exercise sheets for illustration only



The BUSINESS BENEFIT:
A motivated engaged workforce attracts
BEST Customers.

The INDIVIDUAL BENEFIT:
People feel involved and **valued**,
able to **take action** to deliver the
brand promise.

**BEST...
Be Extraordinary Starting
Today!**

Corporate Heart

Call 020 8998 7032 for more details
www.corporate-heart.co.uk

putting *life* back into business