



**Multiply Brand Power by
Shaping Service Culture**

by

Janelle Barlow

International consultant and best selling author

**28th October 2004
The Excelsior, Hong Kong**

21st September 2004
New Delhi

24th September 2004
Mumbai

26th October 2004
Manila

1st November 2004
Kuala Lumpur

3rd November 2004
Bangkok

MULTIPLY BRAND POWER BY SHAPING YOUR SERVICE CULTURE

Organisations invest huge amounts to create a brand image.
A single person can shatter their time and effort...

Studies show that up to 40% of marketing investment is wasted. A key reason is that ill-informed or disinterested employees act contrary to the brand promise. Customers become dissatisfied because their brand expectations have not been met. Many of these customers will not return – and will tell others about their bad experience. **This multiplies the brand image negatively**, resulting in huge losses in existing and potential business.

Brands are created in the minds of your customers

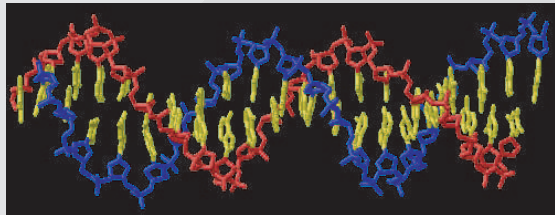
A brand is not just your product, logo or advertising campaign. It is a combination of these AND all the experiences that your customers have of you. A powerful brand creates a match between **what it says it is**, and **what the public thinks it is**.




For this reason, organisations are now waking up to the reality that their staff can make or break their brand! In this environment, managers seek answers to the questions:

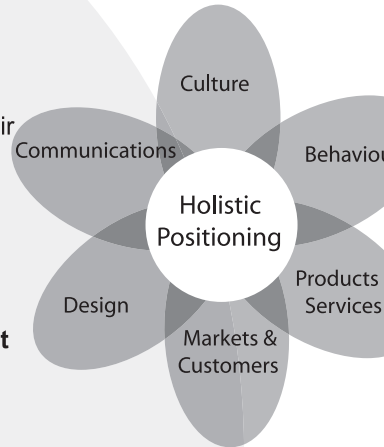
How can we differentiate our brand from others?

How can we ensure sustainability of our brand power?

A study of organisations that have successfully resolved these issues reveals that the key lies in:



-  **aligning** - the brand promise with the brand delivery
-  **creating** - an internal work culture based on the brand promise
-  **building** - branded experiences as the differentiator in your products/services



You must deliver on your brand promise to multiply your brand power

Your brand is simply the expression of your business strategy, and service is your delivery mechanism. Your company's ability to deliver on your promise is fundamental to your sustained growth.

Dr Janelle Barlow, an acclaimed international consultant and best selling author, will present concrete strategies that will help you deliver on your brand promise. Dr. Barlow has consulted with companies across Europe, North America and Asia. She has been coming to Asia since 1985 to work with clients of TMI and Management Strategies in results-oriented planning; building, shaping and aligning service cultures with brand values; and managing complaints.

In this highly interactive seminar, Dr. Barlow will lay out a road map to realise the full potential of your Brand by making customer service so distinct that it multiplies your Brand Power. Dr. Barlow will also guide you in building an on-brand organisation using numerous practical exercises, case studies, and strategic activities that focus on YOUR brand.

Be prepared for an absolutely hands-on session.

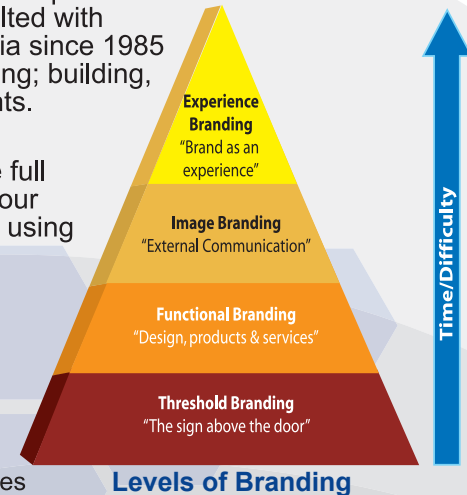
Why should you attend?

This seminar will help you understand:

- ⇒ why it is imperative to align the organisation culture with brand promise and values
- ⇒ how to develop a recognisable style in your service delivery that reflects your brand values
- ⇒ how to build and sustain on-brand behaviours within the organisation
- ⇒ how to resonate the voice of the customer within the organisation

Who should attend?

Top Management and senior managers/executives who have a key role in developing and implementing your business strategy, brand strategy, organisational and people development, customer service, and other relevant processes.



Seminar Outline

Dr Janelle Barlow will help you and your team to unleash the full power of your brand through this **two-in-one workshop**.

Branded Customer Service – Your New Competitive Edge

Key building blocks of Branded Customer Service and what it takes to create the branded service organisation

- ⇒ how great brands are made
- ⇒ how people form an impression of your brand
- ⇒ levels of brand loyalty, what they mean to your organisation
- ⇒ branding in today's world
- ⇒ a model for inside-out branding
- ⇒ your brand's DNA
- ⇒ the link between an organisation's culture and brand
- ⇒ how to create a recognizable style of service that reflects your brand promise
- ⇒ on-brand and off-brand behaviour
- ⇒ your brand and emotions linked to it
- ⇒ how great brands are supported by management behaviour

Embedding On-Brand Service Into Your Organisational DNA

Practical steps on how to build a Branded Customer Service culture using a selection of tools from the Branded Customer Service Tool box.

- ⇒ Brand assessment: Are you on-brand or off-brand?
- ⇒ Brand delivery: What do you want your brand to look like in action?
- ⇒ How to immediately integrate branded customer service into your branding strategy
- ⇒ Brand Tools that will help you create a competitive advantage
- ⇒ Living your brand *inside* the organisation
- ⇒ Inspiring your staff to reinforce the brand they represent
- ⇒ Case study: bridging a gap between the brand promise and brand delivery

Multiply Brand Power by Shaping Your Service Culture

28 October 2004, 9:00am - 5:30pm

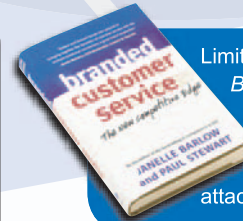
The Excelsior, Hong Kong

Delegate Fee : HK\$3200

Early Bird Discount : 20% off (up to 7 October 2004)

Group Participation (after 7 Oct): 2-3 people - 10% off; 4 & more - 15% off

Seats are limited. To register please complete the enclosed registration form and fax the same to us. Please send payment separately.



Limited copies of the newly released *Branded Customer Service – The New Competitive Edge* will be available at our office in October. More details on the attached Registration Form.

Co-organisers



Janelle Barlow, Ph.D.

International speaker who educates, entertains and energizes

Dr Janelle Barlow is President of Branded Customer Service, and co-author of the recently released book by the same name, *Branded Customer Service – The New Competitive Edge*. She is also the President of TMI US, partner of TMI International with offices in 40 countries worldwide, and Regional Consultant for Management Strategies, an Asian-based consulting company. Dr Barlow has earned the designation of Certified Speaking Professional by the National Speaker's Association on whose national board she is an elected member.

Uniquely skilled at working with multicultural audiences, Dr Barlow has worked with companies across Europe, North America and Asia. She consults and trains on many subjects, like inside-out branding, managing for change, strategic planning for results, managing complaints, service quality, creativity, and performing under pressure.

In Asia, Dr Barlow consistently receives excellent reviews for her outstanding delivery of training programs.

As an author, she is also the co-author of two bestselling business books, *A Complaint is a Gift* and *Emotional Value: Creating Strong Bonds With Your Customers*. Both were nominated for the Benjamin Franklin Business Book Award. *A Complaint is a Gift* is available in 18 languages and an animated videotape on the same subject was produced.

She earned her Ph.D. at the University of California at Berkeley where Dr Barlow studied both political science and education. She has two master's degrees, one in international relations and another in psychology.

Dr Barlow is a renaissance person. She is a sought-after speaker and bestselling author, plays classical piano and is an award-winning photographer. She is a professional in every sense of the word, and her vast experience and talent virtually guarantees that her audiences will have a memorable (most of them will say *life changing*) experience.





Management Strategies is an Asian-based consulting company. We help our clients to manage change and improve business results by helping them build customer-driven competencies and develop progressive and principled leaders.

Through our consulting and experiential learning methods, Management Strategies and our team of consultants have been credited with, and received awards for, bringing passion into the work environment and driving shared values. Through our association with TMI and **branded customer service**, we are able to provide a well-rounded service range, an international track record and an alternate learning approach.

We have worked in Brunei, China, Hong Kong SAR, Macau, Malaysia, Philippines, Singapore and Thailand. Some of our clients are ABN AMRO, ABS CBN, American International Underwriters, Accenture, Astec, ATSC, Avon, Ayala Land, Barbership, Citibank, Deloitte Consulting, Glaxo Smithkline, ING Bank, Microsoft Asia, McKinsey & Co, Nestle, Nokia, PepsiCo International, Petronas, Philips, Plantation Bay, Shell, Siemens, Unisys and Young Entrepreneurs Organization.



Hong Kong Benchmarking Clearinghouse (HBC) helps organisations succeed by providing the latest business thinking and benchmarking tools. Founded in 1994, HBC was formed with the understanding that competitiveness, growth and profitability is determined by how well and how fast business processes are performed. While it has long recognised the important role that technology plays in improvement efforts, HBC focuses on the contributions of process owners and senior managers in making things happen.

HBC provides the educational, advisory and information services needed for organisations to gain competitive advantage. Member companies can link up with each other for group-sponsored benchmarking studies and interest groups; or tap onto HBC's database, expert facilitation, training and consulting services to support benchmarking projects.

HBC has worked with many international and local companies including The Airport Authority, The HK Jockey Club, GE Healthcare, Tai Fook Securities Group, FedEx, PCCW, Epson, Lands Department and Civil Service Training & Development Institute of the HK Government.

To register please fill in the form provided or contact our seminar administration office.

18D, 211 Johnston Road, Wanchai, Hong Kong SAR
Tel: +852 2572 6428 Fax: +852 3015 8918

Registration Form

MULTIPLY BRAND POWER BY SHAPING SERVICE CULTURE

28 October 2004. 9:00am - 5:30pm The Excelsior, Hong Kong

Please register the following delegates to the above seminar

Delegate Fee : HK\$3,200
Group Participation (after 7 Oct) : 2-3 people - 10% off; 4 and more - 15% off
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Co-organised by



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Company Name _____ Business Nature _____

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Tel _____ Fax _____ Email _____

Please make your cheque payable to: The Hong Kong Benchmarking Clearinghouse Ltd. Fees are payable 15 days in advance of the seminar. We will fax you your confirmation of attendance automatically. Only cancellations received in writing up to 10 working days prior to the seminar will be entertained.

Contact Person (Please sign beside printed name)

18D, 211 Johnston Road, Wanchai, Hong Kong Tel: 2572 6428 Fax: 3015 8918 Email: info@hkbc.org.hk

Date