

# 5 WAYS HR CAN HELP BUILD YOUR BRAND

1

## Corporate Culture

Activate the brand promise with the help of an organizations' greatest asset – its people.

Bring the brand o life at every point of customer contact with a brand culture that understands how to deliver it within their own environment first and foremost.

2

## Communication (Internal/External Voice)

Invest in internal and external marketing that demonstrates the "voice" of the brand. How we consistently word things can make things approachable, or intimidating. Strive for approachable.

Be consistent across all platforms with your chosen "voice."

3

## Technology and Support

Technology has helped us connect with people at any time. This increased collaboration has brought a high level of flexibility in communication that helps to encourage teamwork, mutual understanding, and bonding between the employees.

4

## Reward Programs

Employee reward systems refer to programs set up by a company to reward performance and motivate employees on individual and/or group levels.

5

## Hiring & Onboarding

Make a strong first impression. This is important from both sides of the table.

Meet or exceed employee expectations in onboarding and during the first few weeks

To learn more about HR support and current HR topics contact Chris Cooley at 855-538-6947 Ext. 108 or email [ccooley@myhrconcierge.com](mailto:ccooley@myhrconcierge.com)

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