

# brand camp

## inspiring employees to live the brand

It takes more than just a mission statement and nice materials to build a great brand. Great brand experiences are built from the “inside out,” by well-focused employees who understand and consistently deliver on a brand promise.

### A Unique Brand-building Team Experience

Brand Camp is a custom program utilizing an intelligent process of learning, including storybuilding and teambuilding exercises focused around your brand. Each program is tailored to uncover vital “stories” of stellar service, create excitement and inspire staff to deliver a world-class experience — even while conducting routine money transactions.



### Creating Ownership and Buy-in

Brand Camp is not only for member service staff. It is an immersive workshop, giving every employee the opportunity to define rich experiences that support the brand. It does more than familiarize employees with the brand, it gets support staff and frontline teams to raise the bar and together build the most actionable element of the brand—staff actions. The primary purpose of Brand Camp is to create ownership, clarity, renewed energy and support for where the credit union is headed. Plus, staff defines their role in supporting and living out the brand every day. They’ll discover the importance of simple but effective behaviors and tactics that turn ordinary experiences into full-scale member delight.

Brand Camp is your chance to instill a fresh approach to your brand so everyone is “walking the walk” and living the brand every day with each other, your members, and in the community.

Invest in your employees. They are the brand.



Great brands are understood by every employee and lived out daily in their actions and behaviors.

“A brand is a living entity, the product of a thousand small gestures.”

—Michael Eisner, former CEO of Disney



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