

# Using brand to power performance

1. Have a proper internal communications strategy

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2. Understand your audience

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3. Make the message fit

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4. Communicate with creativity, using your brand's tone of voice

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5. Develop and share the strategic narrative

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6. Employee relationship management from acquisition to alumni

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7. Recognise and reward

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8. Give employees a voice

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9. Allow people to make connections using social media

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10. Make coming to work a pleasure