

Branding Talent Development: A Strategic Skill for Engagement & ROI

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Eavesdropping on a Conversation in the Cafe

- ▶ What attributes describe University's TD brand?
- ▶ What attributes describe Community's TD brand?
- ▶ What attributes describe **your** brand?





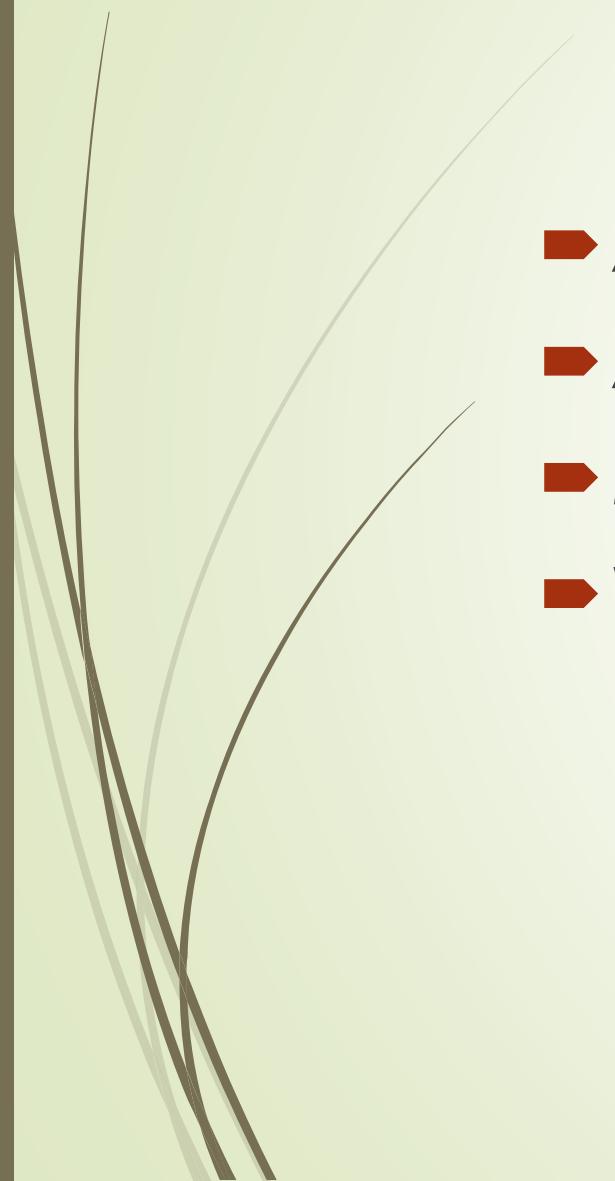
Discussion Questions

- ▶ What about your organization? If you could listen in to what employees say about the talent development function, what do you think you'd hear?
- ▶ Take a minute and discuss with your partner.
- ▶ What were some of the brand attributes you talked about?

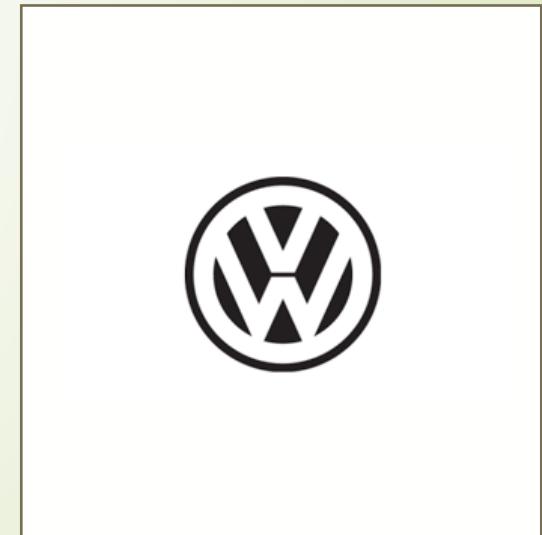
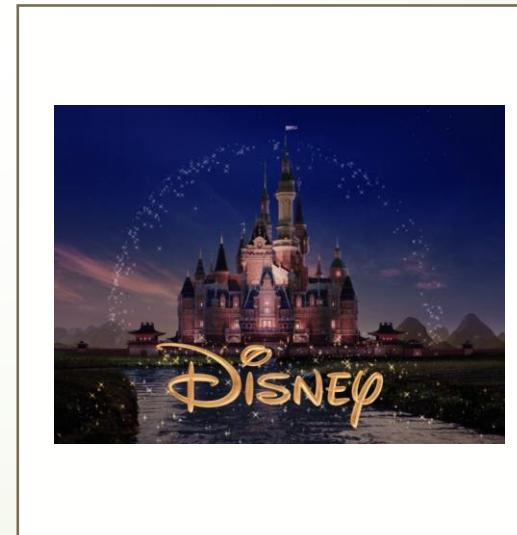


What is Branding?

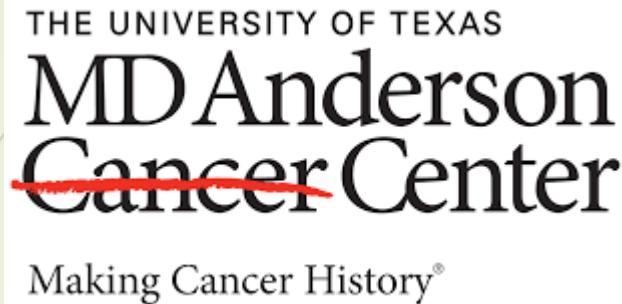
- ▶ An inescapable part of life.
- ▶ An identity, reputation, promise of delivery.
- ▶ More than the logo or tagline.
- ▶ What you **are**; marketing is what you **do**.



Brands We Know



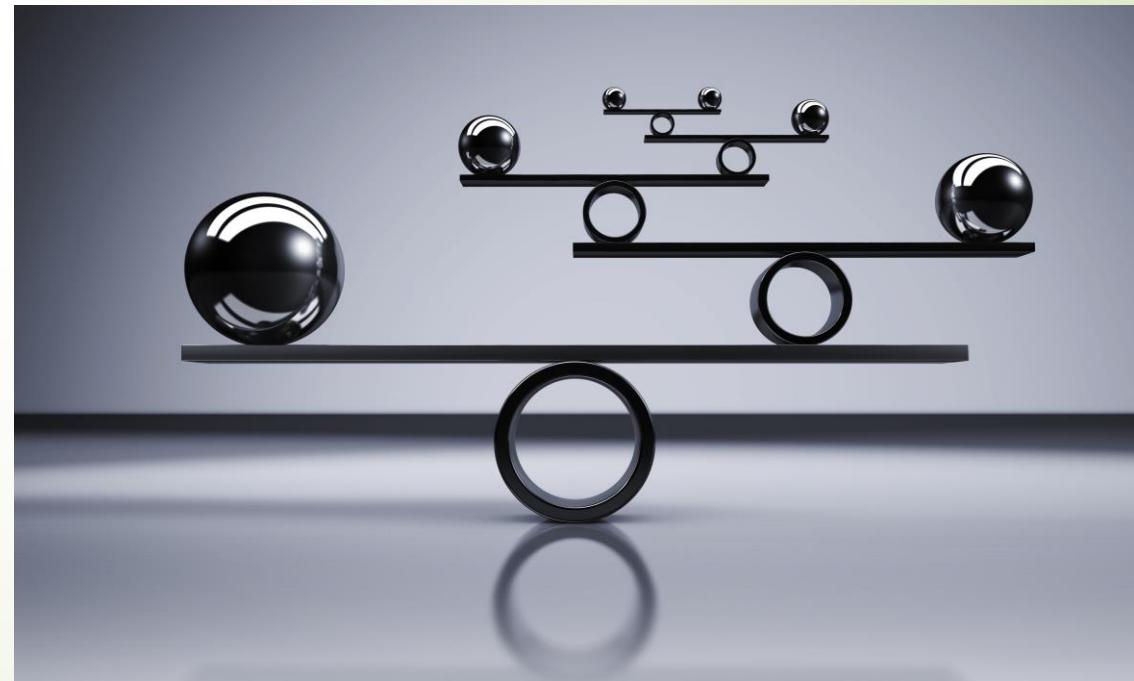
Some Healthcare Brands



Aligning your TD brand to your organization's culture.

Why Branding is Important

- ▶ Proves value
- ▶ Adds credibility
- ▶ Creates buzz
- ▶ Garners support





Benefits of Healthcare Branding

1

Identify
changing
patient
needs.

2

Establish
trust.

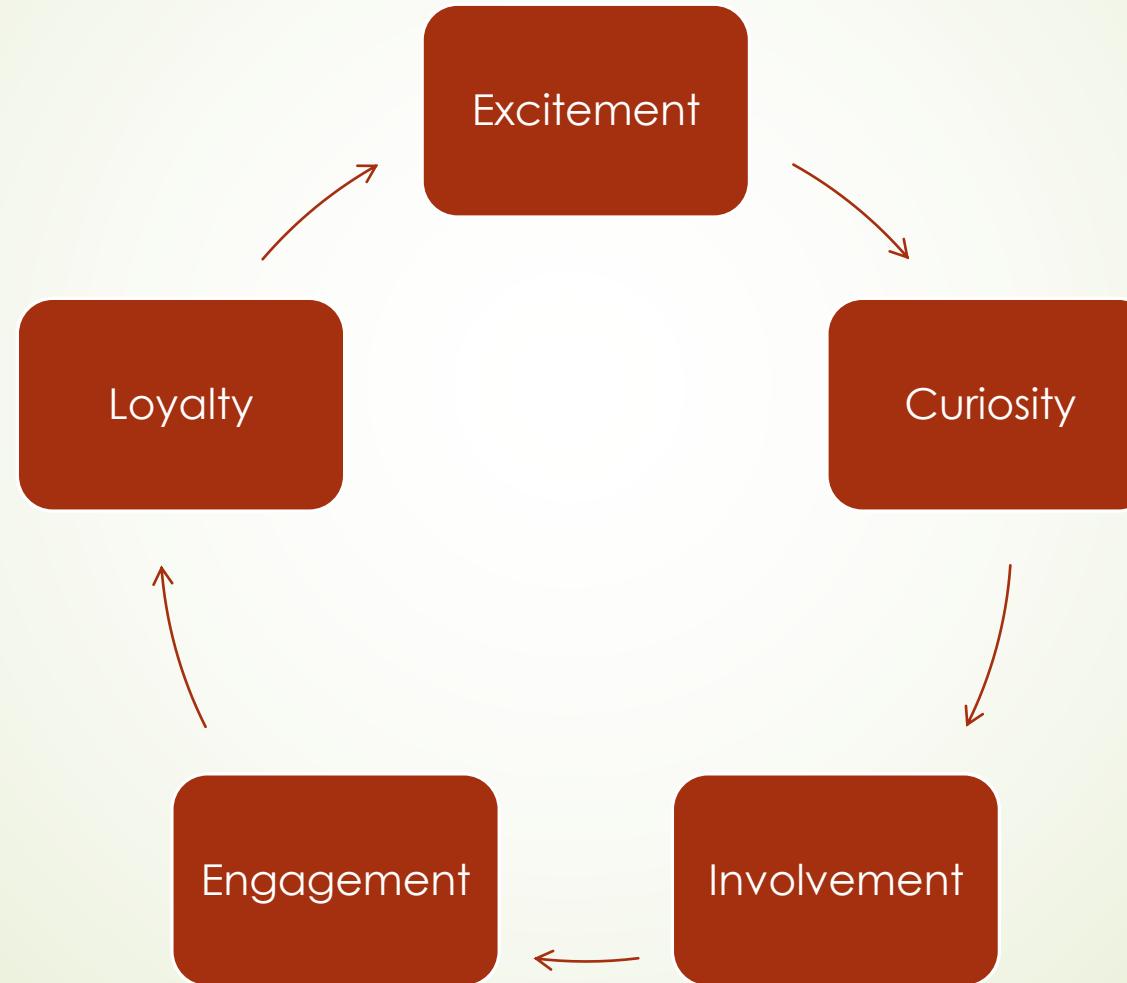
3

Sets you
apart from
the
competition.

4

Improves
the patient
journey.

TD Branding Cycle



Benefits of TD Branding



Increased
input
metrics.



Compliance
goals met.



Improved
Reactions on
level 1
evaluation.



Increased
ROI—if
attendance
is poor,
wasted
resources.

Conducting a TD Brand Assessment

Identify current state:

- ▶ Surveys
- ▶ Focus Groups
- ▶ Employee Engagement Surveys
- ▶ End of Program Evaluations

Define/Build a Compelling, Authentic Brand



Hold a mini-retreat



Answer questions in Branding Assessment Toolkit

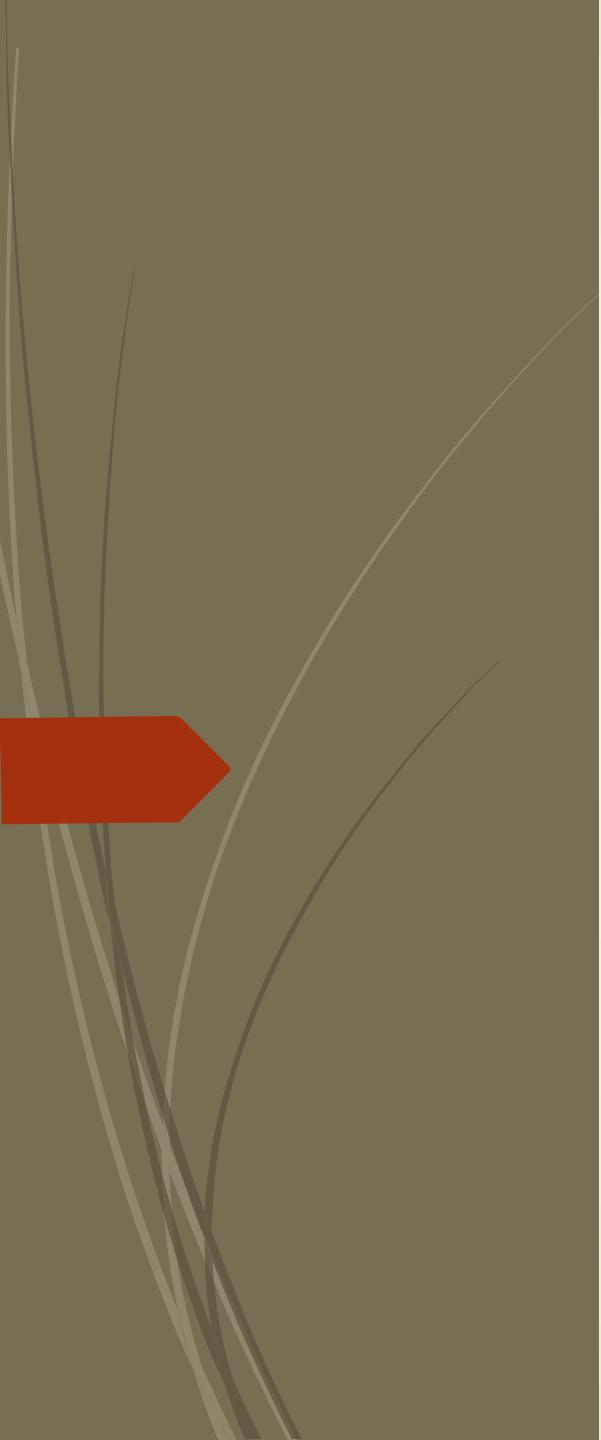


Identify target audiences



Delineate touch points:

- Staff
- Facilities
- Technology – virtual, mobile, etc.
- Systems & processes
- Website
- Email signatures
- Telephone messages
- LMS
- Other materials



Messaging/Communication Campaigns

SUMMER LEARNING OLYMPICS

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card drawings will be
suspended until the end
of this promotion.



Brand Workshop

one company, growing together

April 6, 2011



Quest Diagnostics

Brand Identity Standards

Version 1.0



Brand Workshop Quiz

Name: _____

Company: _____

Please answer each question below.

1. How will a unified voice and visual system benefit the organization? (circle all that apply)
 - a. Ensures clear & consistent communications across business lines and channels
 - b. Makes our communications stand out
 - c. Helps to enhance our company's reputation
2. List the Quest Diagnostics voice attributes:



MMI Leadership Program for First Line Managers



'Living our values and building excellence in everything we do'

Learning Log

Motorola Mobility Internal

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MMI Leadership Program for First Line Managers



"Living our values and building excellence in everything we do"

Trainer Notes
The Oxford Group

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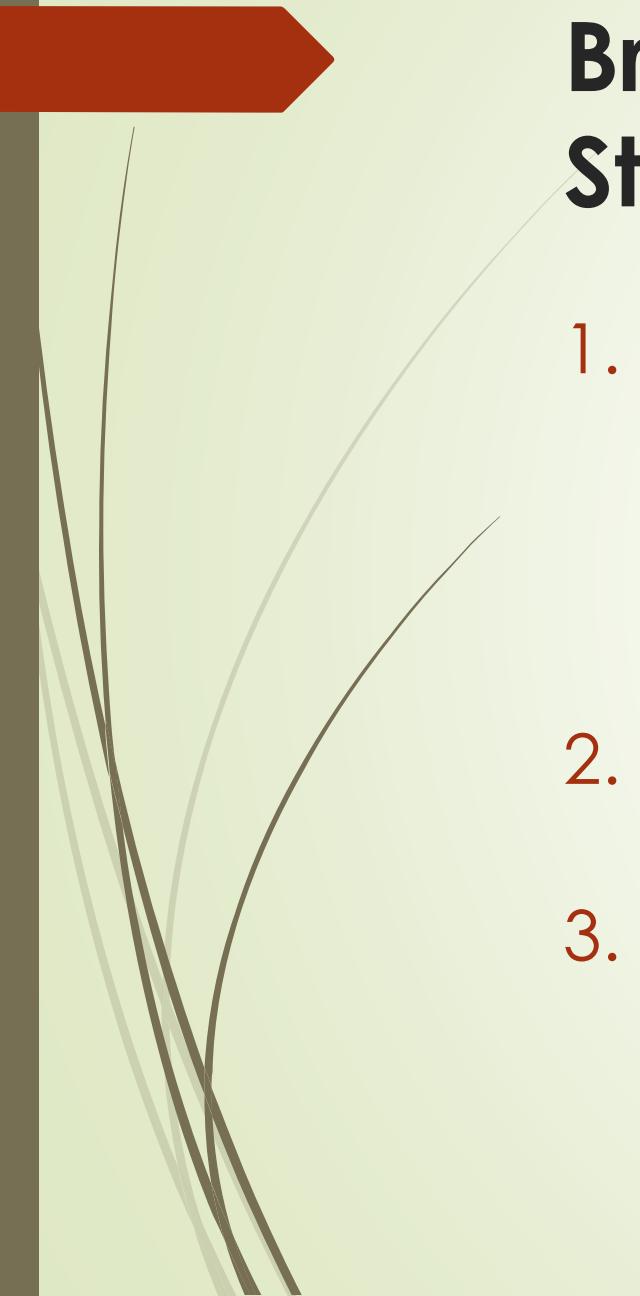
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Branding Assessment – Let's Get Started

1. How do you want the talent development brand to be described?
 - **i.e.**, trusted, cutting edge, useful, reliable, innovative, fun, world-class, indispensable, successful, engaging, warm, efficient, or valuable.
2. Name a few key attributes (descriptive words) that identify the brand now.
3. What car, song, or celebrity would the TD brand be?

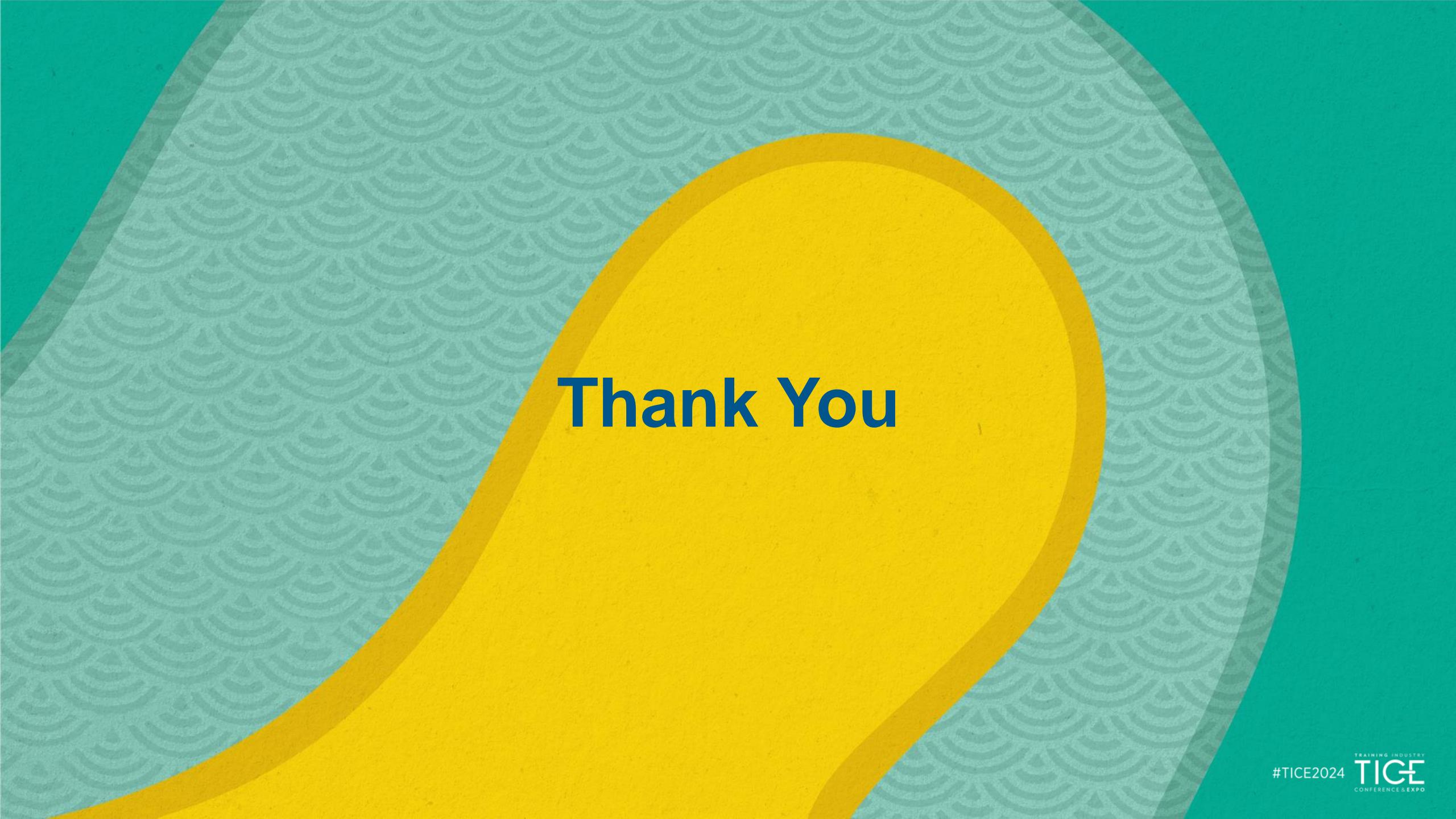
Resources

- ▶ Arruda, W. 2019. *Digital You: Real Personal Branding in the Virtual Age*. Alexandria, VA: ATD Press.
- ▶ “Be the Talk of the Office.” *TD* 2(68): 24–26. td.org/magazines/td-magazine/be-the-talk-of-the-office. Burandt, J. 2014.
- ▶ “Create an Exceptional Learning Culture.” *TD at Work*. Alexandria, VA: ATD Press. Burandt, J. October 2019.
- ▶ Chilcote, M., and M. Smith. 2018. “The Training Clinic.” *Training*, March 27.
- ▶ Phillips, J.J., and P.P. Phillips. 2009. *Measuring for Success: What CEOs Really Think About Learning Interventions*. Alexandria, VA: ASTD Press. Wallace, D. 2021.
- ▶ “Market Your Internal Learning Solutions Like a Pro.” *TD*, March. td.org/magazines/td-magazine/market-your-internal-learning-solutions-like-a-pro.
- ▶ [Why Healthcare Branding is Essential in a Highly Competitive Industry](#). Ignityebrands.com



Let's Connect

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- ▶ <https://www.linkedin.com/in/gridercplp/>



Thank You