Essential Habits

The table below includes seven key activities and the associated habits that help you to effectively remind the workforce and build trust in you as a leader. This table also has links to a few tools associated with the habits.

Review each habit and document how many times it would be reasonable for a manager to do it in the course of a year.

HABITS AND ASSOCIATED TOOLS	How many reminders?
1. Ensure an employee assessment, like the Living the Brand Assessment, is done twice a year to measure alignment, engagement, and consistency of delivering the branded experience. **HABIT:** Complete the assessment in a timely manner and encourage participation. **TOOL:** Start with the ENGAGED Index to find out where you and your company falls on the ENGAGED Index. (http://engagedbook.com/engagedindex)	
2. Share Living the Brand Assessment results with employees and spark meaningful conversations. **HABIT:** Review strengths, weaknesses, and areas of focus that you and your employees should be accountable for. **TOOL:** Conversation Starter Tool (see page 3)	
3. Gather and integrate feedback from customers. **HABIT:** Seek out input from customers and share it with employees, drawing connections between the work they do and the experience the customer receives. **TOOL:** Guide to Conducting Quality Conversations (http://engagedbook.com/qualityconversations)	
4. Implement a program, like the Living the Brand Strategic Recognition Program, for capturing and sharing successes and best practices. **HABIT:** Submit a captured success at least once a month. **TOOL:** Capturing and Sharing Success Tool (http://engagedbook.com/recognition) **HABIT:** Read notifications of captured successes and share stories in one-on-one and group meetings. If you did this approximately once a week that would be around fifty reminders a year.	

HABITS AND ASSOCIATED TOOLS	How many reminders?
5. Add the experience to the agenda. **HABIT:** Don't allow a weekly team meeting or shift huddle to start or end without sharing at least one example of someone Living the Brand. Take sixty seconds to focus on an area of the branded experience (specific behavior, a recent success, or a personal goal).	
6. Hold Necessary Conversations when employees are not delivering the branded experience. **HABIT:** If someone is out of alignment with the branded experience your company wants to deliver, schedule a conversation with him or her that is structured to address performance issues or off-brand behaviors in an objective way focused on setting expectations. Is it reasonable that you have the opportunity to conduct one Necessary Conversation per month? Then let's add twelve more reminders.	
7. Make decisions using the branded experience. **HABIT:** Use your defined mindset (core values/brand) when making decisions. Communicate how your decision supports the desired company experience to help increase understanding and buy-in.	
TOTAL POSSIBLE REMINDERS IN A YEAR PER MANAGER =	

How many reminders could happen in your company in a year?

Number of managers _____ **x** Reminders per manager _____ **=** _____

Conversation Starter for Living the Brand Assessment Results

This tool provides a structure to start productive conversations between managers and with employees.

Review Living the Brand Assessment results, summarize your thoughts below, and come together to discuss the findings. In the conversation, plan to review: Which feedback is important to celebrate? Which is most important to take action on?

Results for Consideration

TOP SUCCESSES (specific data or results)	POSITIVE IMPACT (why you think this is important to consider)

KEY CHALLENGES (specific data or results)	COST OF NOT IMPROVING (why you think this is important to consider)

Based on conversations with managers and among employees, what were determined to be the most important actions to apply energy and resources to in the coming months?

Focus Areas

TOP ACTION(S) TO FURTHER SUCCESSES AND OVERCOME CHALLENGES	CURRENT PRIORITY