



*The Brand Ascension Group is proud to present our author contributor, Pamela Cournoyer, CEO of Corporate Leadership Accelerating Success Strategies, Inc.*

## How does having strong interpersonal skills holistically benefit the brand from the inside out?

*Are you sending the wrong message to your clients?*

Interpersonal skills...the Brand...Interpersonal skills..., hmmm, is there a correlation?

There is most definitely a correlation between your Brand and how you get along with others! Just think about this – if what you say and how you say it reveals who you are, then it is VERY important that your company's communication skills as a whole reflect your brand as you intend it.

Let's say one of your core values is **integrity** and you promote integrity as the way you do business, then the words you speak and the way you speak them to others in your daily interactions must be trustworthy, moral, ethical and fair. If they are not precisely so, the brand people are experiencing is not the brand you spent so much time and effort developing. If you promise "service with a smile," yet your employees frown and grumble, or the smile is not genuine—this situation alone will destroy the image you are building for your company and can become the 'undoing' of your efforts on the highway to success.

What are your options if you or your staff don't live up to the brand you have meticulously labored to build – especially in the interpersonal skills area? Truly, you need to **repair the perceived damages** by starting with your employees.

Damage restoration may begin simply by listening, observing and taking appropriate action when others tell you what is going on. It may also be continual effective and engaging training of staff to reinforce your brand. *(Remember working on math for 12 years in elementary school? We never stopped reviewing the basics, did we?)* Additionally, it may also be making sure the people you already have on board fit your brand. Look for incongruence in every aspect of your company.

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When you identify a problem – especially the same issue that comes up more than once - **use the people who are involved in the problem to help you solve it.** Often, restoration can be quicker after bringing in outside assistance to help identify problems and work up a plan for you to resolve these issues efficiently. Or, maybe it's re-thinking parts of your brand to realign the inconsistencies.

Keeping interpersonal skills in mind, you do have a few areas to consider when expressing and living your brand.

- 1) Revamp your current hiring process to find **the right people** with the interpersonal skill sets that fit your brand's **'style'** and behavioral attributes
- 2) Consider what kind of brand awareness training you need to provide your employees and **assess how you support your management** and their overall interpersonal actions and reactions.
- 3) What kind of leadership qualities within each individual do you promote and support? Especially, how do you reward staff when they emulate and live your brand to the fullest?

A strong brand imbues a commitment to living, breathing, playing and sleeping that essence; it's not only who you say you are **but how you say and do** what you do. You and your staff's interpersonal skills, the way you converse and are perceived by others, will make an impact on your brand's bottom line. I encourage you to strengthen that with earnestness.



*Pamela Cournoyer, CEO of Corporate Leadership Accelerating Success Strategies, Inc. is an interpersonal skills coach and trainer, a meeting facilitator and meeting management specialist. Pamela is offering a 50% discount on her personal coaching for the first three months with a new client. Just mention this newsletter article. [www.classseminars.com](http://www.classseminars.com)*



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